

Kirti Khairnar

User Experience | Visual Designer

Passionate about creating seamless, engaging interfaces that connect people with technology in meaningful ways.

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EDUCATION

Advanced Certification in UI/UX, IIITB (CGPA: 4.00 / 4.00)

Nov 2023 - July 2024

- Gained in-depth knowledge in user-centric design principles, interaction design, usability testing, and UX research methodologies.

Bachelors in Electronics & Telecommunication, VESIT (CGPA: 7.20 / 10.00)

June 2018 – June 2022

- Coursework in signal processing, circuit design, and embedded systems, honing analytical problem-solving skills

WORK EXPERIENCE

Senior Graphic Designer, Quantiphi

July 2024 - Present

- Contributed to a team effort redesigning the corporate website, enhancing aesthetics, navigation, and user experience, leading to a **30% increase in session duration** and a **25% boost in conversions**.
- Conducted **user research and data analysis** to address pain points, align design with business goals, and improve engagement by 15%.
- Developed a **reusable design system**, accelerating feature rollout by **40%** and ensuring brand consistency.
- Ensured **cross-device compatibility, accessibility, and inclusive design standards**.
- Collaborated with stakeholders and developers for seamless implementation and ongoing optimization.

Graphic Designer, Quantiphi

Nov 2021 - July 2024

- Developed **creative assets for GTM marketing**, including industry marketing, partner marketing, and solution-focused campaigns, contributing to a **20% boost in campaign success rates**.
- Designed **high-impact pitch decks and visual presentations** for sales teams, increasing client pitch win rates by **10%**.
- Led **branding initiatives** to establish a cohesive visual identity across internal communications.
- Translated **complex project data** into clear, intuitive visual formats that enhanced team collaboration.
- Collaborated with **cross-functional departments** to refine internal messaging, ensuring design consistency and alignment with company goals.

Design Intern, Pillcraft

July 2021 - Oct 2021

- Designed **brochures, box packaging, banners, and t-shirt graphics**, aligning with the brand's identity and tone.
- Created **visual elements for the website and social media**, boosting **user engagement by 20%** within the first month of implementation.
- Implemented **iterative design processes and incorporated user feedback** to enhance final deliverables.

SKILLS

Design: UI/UX Design, Visual Design, Prototyping, Wireframing, Low/High-Fidelity Prototypes, Interaction Design, Information Architecture, Responsive Design, Branding

Research: User Research, User Interviews, Usability Testing, Surveys, A/B Testing, Competitive Analysis, Conversion Rate Optimization

Tools: Figma, Sketch, Adobe Creative Suite, HTML, CSS, Google Analytics, Hotjar, Javascript, Python, MATLAB, Miro, Balsamiq

Additional Skills: Cross-functional Team Leadership, Problem Solving, Stakeholder Management, Mentorship, Presentation

ACADEMIC PROJECTS

Analysis of Image Processing Techniques for Crack Detection, (VESIT)

- Published in the International Journal of Researches in Biosciences, Agriculture and Technology (IJRBAT), In this paper we addressed the critical issue of automated crack detection in concrete pipes, essential for assessing pipe deterioration.

Synrgy - Sports Community App, (IIITB)

- Designed and developed a user-centric sports community app connecting users with shared interests to foster engagement in local events and activities.