

SHARVIL KOTIAN

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ACADEMIC PROJECT

UX/Product Designer with 2+ years of experience simplifying complex workflows into clear, intuitive interfaces. I thrive in fast-paced product teams, bridging design systems with user needs to ship scalable solutions that work for real people.

EDUCATION

Master of Science in User Experience May 2024
Arizona State University, Tempe, Arizona, United States CGPA 4.0/4.0

Bachelor of Technology in Computer Engineering May 2022
Mukesh Patel School of Technology and Management, NMIMS, Mumbai, India CGPA 3.3/4.0

TECHNICAL SKILLS

Tools: Figma, Webflow, Framer, Builder.io, V0, HTML, CSS, JavaScript, Git, FullStory, Axure, Airtable, Miro, Linear, Jira, Excel, Voiceflow, SQL

Design: Interaction Design, Design Systems, Storyboarding, User Flows, Wireframing, Prototyping, Responsive Design, Design Thinking, Product Development Lifecycle, Accessibility Standards (WCAG), Agile Methodology, Information Architecture.

User Research: Surveys, User Interviews, Contextual Inquiries, Competitive Analysis, Usability Testing, User Journey Mapping, Affinity Mapping, A/B testing, Heuristic Evaluation, Market segment analysis, Persona Development.

PROFESSIONAL EXPERIENCE

UX Design Consultant - Fuelin (San Francisco, United States) Mar 2025 – Present

- **Redesigned personalized diet plan** PDFs using Figma and **Builder.io**— from static templates into modular, data-connected assets.
- Built reusable symbols (modular components), **reducing PDF size by 20%** and enabling scalable personalization across **4 diet types**: vegan, omnivore, vegetarian, and pescatarian.
- **Integrated dynamic user data automating content population**, to reduce manual effort and support personalized nutrition delivery.
- **Aligned layout structure for backend integration**, collaborating with developers and nutritionists to balance visual clarity, brand needs, and editing flexibility.

Product Designer - Fuelin (San Francisco, United States) Nov 2024 – Mar 2025

- Facilitated the transition from **consultancy-driven to in-house design ownership**, collaborating with cross-functional teams to **establish scalable workflows** and maintain product consistency.
- **Led UX redesigns** across high-impact features including food and Activity logging, Macro visualization, Weight History data management, Navigation, third-party sync, and error states.
- Elevated interface quality through strategic use of micro-interactions and polished transitions, **delivering production-ready specs** that balanced user needs with developer constraints.
- **Streamlined design-to-dev handoffs** by extending the **design system** and building **reusable components**—enabling the team to ship key updates efficiently across **agile sprint cycles**.

UI/UX Designer - WUD! (Phoenix, United States) June 2024 – Oct 2024

- **Established and maintained the first design system** from the ground up, collaborating closely with developers to build reusable components and define brand foundations that ensured cross-platform consistency.
- **Designed the MVP for a SaaS event management app**, partnering with project managers to align on priorities and craft high-fidelity prototypes informed by user testing, information architecture, and competitive analysis.

UI Design Intern - 21n78e Creative Labs (Mumbai, India) July 2021 – July 2022

- Assisted in creating wireframes, high-fidelity mockups, and visual assets for 15+ client websites and ad campaigns, aligning with brand guidelines and performance goals.
- Shape brand identity through the development of user personas, moodboards, and visual audits tailored to varied market segments.

ACADEMIC PROJECT

Mental Health Cognitive Therapy AI App | [A Systematic Survey on Computational Agents for Mental Health Aid](#)

- **Co-authored and published a research paper at IEEE I2CT 2022**, exploring chatbots providing internet-delivered CBT.
- Designed and developed a website to assess user mental states and provide personalized wellness activities for early intervention.

FinEd: Financial Literacy App for Italian Students

- Led UX research and surveys of 20+ Italian students and teachers to design a B2B gamified financial education website.
- Co-developed a business pitch that secured a **\$5,000 eSeed grant**, contributing to the project's transition into an early-stage startup.

Redesigning Arizona State University print anywhere system

- Conducted heuristic evaluations and iterative testing to resolve 75% of usability issues and boost task efficiency by 15%.