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Sandeep Kumar Kavuru

Senior User Experience Designer

Education

Masters in Computer Science
Governors State University
2016-2017 | University Park, IL

Certifications

Federal ADA/WCAG 2.0 Web
Accessibility Specialist

Agile Principles &
Methodologies

Lean UX

Skills

Design & Prototyping.

Figma (Expert), Sketch, Adobe
XD, Keynote, Axure RP, Framer,
Principle, After Effects, Invision,
ProtoPie, High-Fidelity
Prototyping, Rapid
Visualization, Interactive
Prototypes

Design Systems.

Component Libraries, Pattern
Libraries, Design Token,
Documentation, Scalability,
Cross-Platform Consistency,
Apple Human Interface
Guidelines (HIG), Material
Design, iOS/macOS Design
Patterns, Multi-Platform Design
(iOS, macOS, Android, web)

Experience

U.S Bank | Senior UX Designer & Lead

Sep 2020 – Present

- Designed end-to-end UX for Voyager Fleet Management platform serving 50,000+ government agencies and 5M+ vehicle subscription by building complete user experience from ground zero using Figma through strategic product thinking and cross-functional leadership.
- Established enterprise level design system in Figma with 150+ reusable components ensuring WCAG 2.1 AA and Section 508 compliance, reducing development time by 40% and enabling consistent omnichannel experience across web, mobile and physical touchpoints.
- Led accessibility-first design practice collaborating with federal consultants, product managers and engineering teams across 8 business units to deliver Level III fleet data architecture, achieving 98% design fidelity and zero accessibility violations at launch.
- Drove strategic alignment through executive stakeholder presentations using data-driven design rationale, usability testing insights and business impact analysis to secure a \$50M platform investment while balancing user needs with business objectives
- Reduced operational costs through intuitive payment workflows and real-time transaction monitoring enabling 650+ transactions per device while maintaining security and trust in financial operations.

World Bank Group (IFC) | UX & Creative Design Head

Feb 2020 – Sep 2020

- Led product design for MALENA AI/ML platform analyzing ESG risks for institutional investors across 186 countries while translating complex machine learning outputs into actionable insights enabling a \$4T+ sustainable investment flows.
- Designed data visualization frameworks for 1,200+ ESG risk terms with 92% prediction accuracy, reducing analyst review time from weeks to hours through intuitive dashboards, context-aware interfaces and named entity recognition. All this while processing 19,000 sentences per minute.
- Orchestrated global cross-functional collaboration with data scientists, ML engineers, and stakeholders across 5 continents to define information architecture for 150,000+ documents in 135 languages, ensuring scalable, trustworthy AI-powered experiences.
- Built comprehensive design system with domain-specific visualization components validated through iterative user research, establishing design

Accessibility.

WCAG 2.1 (AA/AAA), Section 508, ADA Compliance, ARIA, VoiceOver, Screen Reader Testing (JAWS, NVDA, Voice Over), Keyboard Navigation, iOS Accessibility Features, Dynamic Type

Research & Testing.

User Interviews, Usability Testing, A/B Testing, Heuristic Evaluation, Card Sorting, User Testing, Tree Testing, Journey Mapping, Personas, Iterative design & Group critique

Technical.

HTML5, CSS3, JavaScript, Responsive Design, Git, Front-End Development, API Integration

Data Visualization.

D3.js, Chart.js, nivo.rocks, Plotly, Tableau, Real-Time Dashboards, Statistical Visualization, Business Intelligence

Visual Design.

Typography, Layout Design, Motion Design, Micro-Interactions, Visual Hierarchy, Color Theory, Iconography, Attention to Detail

Methodologies.

Design Thinking, Human-Centered Design, Agile/Scrum, Lean UX, Agile/Scrum, Design Sprints, Iterative Design Process, Shipping Products End-to-End, Design QA

patterns for explainability and transparency in AI-driven financial decision-making.

Impact: UN IRCAI Top 100 AI Solution, World Bank Group's AI as a Service product, 91% F1 score in risk classification.

CNA Financial | UI UX Design Lead

Feb 2019 – Feb 2020

- Designed CNA's first customer-facing digital payment platform for \$13B+ insurance leader, establishing foundational UX patterns for digital transformation serving thousands of agencies and customers nationwide
- Reduced payment processing time by 85% through end-to-end workflow optimization and transforming 2-week manual reconciliation into instant verification while maintaining regulatory compliance and financial security.
- Drove product strategy through competitive analysis, user journey mapping, and stakeholder workshops while defining requirements that balanced user experience, business goals, and technical constraints across omnichannel touchpoints.
- Created accessibility-first design system with WCAG 2.0 AA components and delivered production-ready HTML/CSS/JavaScript implementations, reducing engineering ramp-up 60% through effective design-to-development handoff.

Impact: 95% user satisfaction, 30% reduction in support volume & eliminated \$25K in billing friction.

AON Affinity Solutions | Lead UI UX Designer

Aug 2018 – Mar 2019

- Led design for 3 enterprise insurance platforms using Figma: Dentist's Advantage (17,000+ professionals), Global Travel Insurance (PayPal/Chubb partnership, 5 languages), and AICPA Benefits Portal (400,000+ CPAs) all while establishing unified design language across diverse user segments.
- Designed internationalization system for global travel insurance platform deployed across 5 continents with scalable UI patterns/components, culturally adaptive workflows and region-specific design solutions achieving 25% conversion improvement through A/B testing and user feedback.
- Developed enterprise design system with comprehensive component library, interaction patterns and brand guidelines, all documented on Figma while enabling 50% faster design-to-development velocity across 3 product lines through effective cross-functional collaboration.
- Conducted competitive analysis of 15+ insurance platforms using heuristic evaluation to identify UX best practices that informed product differentiation strategy, validated through card sorting, tree testing, and moderated usability studies with insurance professionals.

Impact: Unified design language across three insurance verticals serving 17K+ dentists, millions of travelers through PayPal partnership, and 400K+ accounting professionals accessing AICPA benefits portal

Collaboration.

Cross-Functional Leadership,
Stakeholder Management,
JIRA, Confluence, Miro,
Executive Presentation, Design
Critique, Mentorship,
Workshop Facilitation

Mastercard | Product Designer

Dec 2017 – Aug 2018

- Pioneered interaction design for next-generation contactless payment terminals and Tap on Phone technology by creating high fidelity prototypes on Sketch and Invision that transformed mobile devices into EMV-compliant payment acceptance devices processing \$10M+ daily transaction volume.
- Conducted foundational research across 20+ retail environments through contextual inquiry and merchant interviews, uncovering insights that informed interaction models balancing security requirements with frictionless user experience.
- Designed merchant dashboards with real-time data visualizations for transaction monitoring and business intelligence, translating complex payment processing data into actionable insights that optimized merchant operations
- Collaborated with backend engineering teams to understand API constraints and EMV certification requirements, iteratively refining UX flows through high-fidelity interactive prototypes demonstrating multiple payment scenarios.

Impact: Contributed to Tap on Phone technology enabling contactless payments on any NFC smartphone; 10x faster checkout vs. traditional terminals

Amazon Development Center | UX Designer

Jun 2015 – Mar 2016

- Designed global Customer Delight Portal deployed across 5 international markets (North America, Australia, India, UK, Japan) serving thousands of customer service representatives through end-to-end experience design.
- Created information architecture, task flows, and high-fidelity interfaces for feedback logging and performance dashboards enabling data-driven coaching across distributed teams and validate through contextual inquiry and workflow analysis.
- Facilitated global launch coordination with cross-functional teams across multiple time zones, adapting designs for regional requirements and localizing interfaces for diverse markets.

Valcal Solutions | UI/UX Designer

Nov 2014 – May 2015

- Designed embedded touchscreen interfaces for IoT-enabled industrial validation equipment (cold room monitoring, thermal calibration systems) deployed across pharmaceutical and manufacturing facilities in multiple countries.
- Translated complex technical specifications into intuitive operator interfaces through field research and usability testing, optimizing workflows for critical temperature validation and compliance documentation.
- Established digital brand presence through responsive marketing website and customer support portal, creating cohesive experience across product touchpoints.