

# Aditi Kovid

UX/UI Designer | Human-Centered Storyteller

I specialize in human-centered design, transforming complex ideas into compelling visual narratives. My passion lies in creating accessible, inclusive technological experiences that solve real-world problems. I'm seeking mid-level opportunities in product design and UX strategy, where I can blend my background in animation and design research to develop innovative, user-focused solutions.



Work [www.adtkovid.com](http://www.adtkovid.com)

## Work Experience

## Skills

### UX/UI DESIGN

Interaction Design  
Human-Computer Interaction  
User Flows  
Information Architecture  
Wireframing and Prototyping  
Mobile Applications Design  
Responsive Web Design

### RESEARCH AND STRATEGY

User Research  
User Interviews  
User Personas  
Competitive Analysis  
Market Research  
Data Analysis  
A/B Testing  
Qualitative & Quantitative  
Research Methodologies

### DESIGN TOOLS

Figma  
HTML/CSS  
Adobe Creative Suite

### VISUAL DESIGN

Illustration  
Icon Design  
Typography  
Color Theory  
Animation  
Character Design

### Cradlewise Inc. | Visual Communication and UI/UX Designer

APR 2020 - AUG 2023 (Full-time)

- Led UI/UX design for Cradlewise app, collaborating with cross-functional teams to implement key features like sleep alerts, analytics, dark mode and created the design system for the app. Managed major refinements based on user feedback, contributing to improved product ratings, a positive Wirecutter review, and prestigious awards including Time's Best Inventions 2020 and Best Family Tech at CES 2021.
- Created illustrations and comics that enhanced brand identity and increased website traffic, while developing brand illustration guidelines to scale illustration efforts and onboard additional illustrators, preserving the brand's unique human-illustrated style.
- Developed the product user guide, significantly enhancing customer satisfaction.
- Supported marketing initiatives through storyboarding, campaign conceptualization, video editing, and animation production.
- Mentored new team members, fostering a collaborative environment for team growth.

### Freelance Designer

FEB 2016 - AUG 2023

- Designed and animated a short film for Sangath, raising mental health awareness
- Created characters for a mobile game promoting teenage mental health
- Developed illustrations for Wellcome's Digital Mental Health Museum
- Designed animated title sequence and UI for "Love at Fifth Floor" web series
- Created logo and website illustrations for Uninhibited, a menstrual health non-profit
- Contributed illustrations to diverse projects including LGBTQ+ storytelling platforms and educational books

### Spark.Live | Visual Designer

JUNE 2018 - DEC 2019 (Full-time)

- Led visual design across platforms, including performance ads, social media assets, and website enhancements contributing to market expansion and brand recognition.
- Produced animated web content that led to a notable increase in audience engagement metrics.

## Teaching Experience

### PRODUCT DEVELOPMENT

Digital Product Design  
Design Thinking  
Agile Methodology  
Workflow Design  
Design Guidelines

### SOFT SKILLS

Problem Solving  
Critical Thinking  
Creative Ideation  
Communication  
Presentation Skills  
Collaboration (Co-creation)  
Analytical Skills

### ADDITIONAL SKILLS

Branding & Identity  
Storyboarding  
Content Development  
Video Post-Production  
Gamification

## Education

### College for Creative Studies | MA in User Experience Design

Detroit, USA  
SEPT 2023 - DEC 2024

### National Institute of Design | BDes in Animation Film

Design  
Ahmedabad, India  
JUNE 2013 - JAN 2018

### College for Creative Studies | Graduate Teaching Assistant

JAN 2024 - DEC 2024 (Part-time)

#### Communication Design

- Collaborated with professors on UX Design instruction, covering user research, wireframing, and prototyping using Figma.
- Guided students in building user-centered experiences for automotive spaces, focusing on calm technology and human-nature connection.

#### Liberal Arts - Material Culture

- Led subgroups of first-year design students, facilitating discussions and projects on design culture and influence.
- Provided individual guidance on design tools and software, supporting students' academic and professional development.

## Sponsored Projects

### MIDEA Group | UX Designer

JAN 2024 - MAY 2024 (PART-TIME)

- Developed a smart water management system for household appliances with a cross-functional team of Product Design students.
- Conducted competitive analysis to identify market trends and user needs in smart home and IoT spaces.
- Created user personas, intuitive wireframes, visual design system, and interactive prototypes for the central control app.
- Developed a cohesive UX strategy integrating physical products and digital interfaces.
- Presented final designs to stakeholders, receiving praise for strong design and user-centric approach.

### Stride, Inc. | UI/UX Designer

JAN 2024 - MAY 2024 (PART-TIME)

- Led UI/UX design for "Fuel World," an educational chemistry game for high school students across mobile and computer platforms.
- Managed UI/UX timelines and deliverables, ensuring on-time completion of project milestones.
- Created responsive interfaces adapting across mobile tablets and computers for consistent user experience.
- Designed illustrations with the art team enhancing the game's visual appeal, garnering positive feedback from development team and stakeholders.