**Kunal Gujar** **Product Designer & Business Analyst**

**Lowell, MA | (978) 654 0940 |** [**kunalgujarwork@gmail.com**](mailto:kunalgujarwork@gmail.com) **| Portfolio:**[**www.kunalgujar.com**](http://www.kunalgujar.com)

**PROFESSIONAL EXPERIENCE**

**Strategy and Analytics Intern – Customer Experience** Jun 2023 – Aug 2023

**FedEx Services (Remote, USA)**

- Design UI/UX dashboard for internal stakeholders and B2B customers and assist with development in .NET, SharePoint and Salesforce.

- Perform qualitative and quantitative analysis and transform datasets into compelling visuals. Build interactive UX-driven dashboards with PowerBi and Figma.

-Support with data analysis through process mapping, forecasting, and data modeling to generate business insights.

- Assist in ideation, user research, design, and development of crucial Business Intelligence (BI) projects to develop reports that will be used for providing strategic insights to leadership for decision making

**Junior UI/UX Designer** **Dec 2020 - Nov 2021**

**NonZero Design LLP (Mumbai, India)**

-Collaborated and worked in Agile methodology with cross-functional groups like developers, engagement managers, and business analysts to deliver high-quality solutions for both internal and client-facing projects

-Developed and maintained detailed user-interface patterns, design systems, and specifications—while working closely with developers to see the design through to deployment

-Created wireframes, user stories, user journeys, mockups, and prototypes optimized for various devices and interfaces and researched UX trends, competitors, markets, and technology trends. Organized research for projects and created presentations. Worked directly with clients to develop digital strategies

**Junior Product Designer – Industrial Design** **Sep 2019 - Nov 2019**

**Aufeer Design (Mlada Boleslav, Czech Republic)**

-Designed UI elements, graphics, and logos for interior and exterior automotive components

-Researched market trends, benchmarks, user studies, and competitors

-Created automotive interior and exterior 2D sketches, 3D models, and product renderings

**Industrial Designer**  **Sep 2016 - Apr 2017**

**Wildcraft India Pvt.Ltd (Bangalore, India)**

-Performed market research and detailed user studies and assisted in project management-set of project goals, milestones, and deliverables, and resolved challenges

-Created footwear and backpack 2D designs sketches and 3D models.

-Developed technical dockets and material dockets required by the product development center. Coordinated with factories for the product development process

**Product Design Intern – Industrial Design** **Sep 2015 - Dec 2015**

**Future Factory LLP (Mumbai, India)**

Assisted in user research and market study. Created 2D design sketches for Industrial products and 3D models for manufacturing and collaborated with engineers to produce sheet metal products based on designs

**ADDITIONAL PROFESSIONAL EXPERIENCE**

**Graduate Assistant** **Feb 2022 - Present**

**University of Massachusetts Lowell, Lowell, MA**

Created illustrations for research projects, assisted in data collection, and performed structured and qualitative analyses for research papers. Researched materials for coursework and assisted with grading and course planning

**Resident Advisor Jan 2023 – Present**

**University of Massachusetts Lowell – Residence Life Department**

Acted as a student mentor and peer advisor for on-campus residents. Engaged in supporting students through community builder activities and academic guidance, and additionally performed office duties for the efficient functioning of the ResLife department

**EDUCATION**

**Master of Science Dec 2023**

**Major: Business Analytics with specialization in Marketing Analytics**

UMass Lowell - University of Massachusetts Lowell (Lowell, USA)

**Master in Design Dec 2019**

**Major: Smart Cities Design**

**WES Certified**

Strate Ecole De Design (Paris, France)

**Undergraduate study in Product and Industrial Design Management** **2012 – 2015**

**180 ECTS credits transferred to Master in Design at Strate Ecole De Design**

**WES Certified**

ISD Rubika Indian campus (Pune, India)

**EXTRA CERTIFICATIONS**

**Coursera:** **IBM Full Stack Software Developer Professional Certificate** Currently enrolled

Topics covered: Web & App Development, Cloud computing, DevOps, HTML, Javascript, CSS, Front-end & Back-end development, GitHub, Python, React framework, Data Analysis, User Interface, Node.js

**SKILLS**

**Design & Marketing:** Industrial design | UI/UX design | Graphic design & branding | 3D modeling & visualization | ethnography, user research, wireframing, building Information Architectures, developing design systems, digital marketing, and prototyping (physical and digital)

**Analytical:** Database Management, Data Analytics, Data visualization, Business Intelligence & Data Mining, Marketing Analytics, Search Engine Optimization(SEO), IBM SPSS Modelling, and Google Analytics

**Software:** Figma, Sketch-Up, InVision, Marvelous Designer, 3DS Max, Rhino, Solidworks, Blender, Keyshot, MySQL, Python, Salesforce, R, Unity, Adobe Suite, HTML, CSS, JavaScript, Tableau, PowerBi

**LANGUAGE**

English, Hindi, Marathi, French(Basic), German(Basic)