Hi, I'm Karthikay.

I'm a designer curious about all the small ways in which design can make people's lives easier, friendlier, and a little more delightful every day.

Portfolio

karthikayagrawal.work

Work experience

Adobe

Design intern May - July 2026

- Interned on the Customer Experience Orchestration (CXO) Cloud, working on **Adobe Journey Optimiser (AJO)**, a feature-dense, enterprise-scale tool used by marketing teams worldwide.
- Designed **conversational UX** for a **first-of-its-kind** AJO feature: conducted research, ideation, and prototyping for natural, dialogue-driven interactions, presented to **100+** designers at Adobe Design India.
- **Collaborated** and interacted with **engineers, PMs, and researchers** across the globe throughout the project, to explore how AI tools could support marketers within their campaign workflows.
- Built working, **high-fidelity prototypes** using the Adobe Spectrum design system, setting up a vibecoding workflow **(Figma → Claude Code → GitHub)** to move fast between design and functional code.

Nurture Montessori School

Design intern May - July 2025

- Gained hands-on **HTML & CSS** experience while customizing the school's GoDaddy website, to **improve brand perception**.
- Did **photography**, **copywriting**, created **posters**, **mementos**, and produced **social media content** for the school's page.

PORs

Insight, IIT Bombay

Design convener May 2024 - May 2025

- Designed **newsletters**, Instagram posts, and articles, catered to **12000+ students**, **650 faculty members**, and **4 lakh** online viewers. Learnt **data visualisation** and how to make content more **accessible** and engaging.

Skills & Tools

Design & Research
UI Design, Wireframing, Prototyping, Contextual Inquiry, Affinity Mapping, AI Prototyping, Product Thinking.

Visual design
Graphic Design, Typesetting, Data Viz, Illustration, Motion Graphics.

AI Tools
Claude, Claude Code, Cursor, Antigravity, GitHub, Google Stitch, Lovable.

Design tools
Figma, Adobe Suite, Affinity Suite, Miro, Framer.

Key projects

ApneApp: Timetable Manager

guided by Prof. Anirudha Joshi Aug 2025

- Conceptualized and designed a **timetable management system** for schools to save hours of confusing, labor-intensive work.
- Conducted **contextual inquiry** and **user interviews**, derived insights through **affinity mapping**, created **personas** and **scenarios** to define the problem space.
- **Prototyped** and designed screens, developed a **high-fidelity UI**, performed **heuristic evaluation**, and conducted **user testing**, iterating on features based on test results to **improve usability**.
- Integrated a **smart suggest AI** feature that recommends optimal schedules and teacher-class allocations, reducing manual effort and **easing user workload.**

Strava: Ergonomic Evaluation

guided by Prof. Wricha Mishra July 2025

- Assessed the ergonomics of **Strava**, a fitness tracking app, with a focus on **user satisfaction**, **efficiency**, and **cognitive load** through detailed evaluations.
- Constructed an **information architecture**, conducted **interviews**, and ran evaluations using **HTA, SHERPA, SUS, NASA-TLX,** and **eye-tracking methods** to inform decisions.
- Proposed **data-driven** design improvements and redesigned a **high-fidelity UI** based on evaluation results.

Strava, Beyond the Numbers

guided by Prof. Vidhya Appu April 2026

- Independently conceptualized an alternative to Strava built around the **felt experience** of an activity rather than performance data.
- Replaced traditional stats with photo-first logs and conversational prompts, paired with a quick-access menu for capturing moments mid-activity, reframing tracking as reflection rather than measurement.
- Designed a **high-fidelity, interactive prototype** using **Claude Code**, taking the concept from initial idea to a fully realized product experience.