

Kali Surana

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Education

Rochester Institute of Technology

Bachelor of Science (BS) in Computing and Information Technologies | GPA: 3.85/4 | Expected May 2026

Dean's List: Fall 2024, Spring 2025

Skills

UX & Design: User Research, User Interviews, Usability Testing, Wireframing, Prototyping, Information Architecture, User Journey Mapping, Persona Development, Visual Design, Interaction Design, Accessibility Design, Design Systems

Design Tools: Figma, Miro, Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro), Framer, Canva, Balsamiq, Webflow

Technical: HTML, CSS, JavaScript, ReactJS

Research Methods: Qualitative Research, Competitive Analysis, User Testing, A/B Testing, Heuristic Evaluation, Card Sorting

Certifications: Google UX Design Professional Certificate, McKinsey Forward Program

Work Experience

Family Engagement Student Coordinator | RIT Parent & Family Programs

February 2025 – Present | *Product Strategy & Data-Driven Growth*

- Design and iterate on multimedia content for 52.5K+ member community using Adobe Premiere Pro and Canva, achieving 88% engagement increase through user-centered content strategy and continuous testing
- Conduct ongoing A/B testing on content formats and visual designs, analyzing user engagement patterns to optimize content layouts and improve accessibility for diverse parent audiences
- Gather qualitative user feedback through community interactions, synthesizing parent needs and pain points to inform content design decisions and improve user experience

Program Assistant | RIT Office of Project Lead The Way

May 2025 – December 2025 | *Data Analysis & Insights*

- Gathered and documented user feedback from 50+ weekly stakeholder interactions, identifying recurring pain points and translating user needs into actionable improvement recommendations
- Analyzed program data to identify user experience gaps, presenting findings through clear visualizations and reports that informed communication strategy enhancements

User Experience Intern | STEM AWAY (Remote)

July 2020 – August 2020 | *Product Development*

- Led end-to-end UX design of resume builder feature from user research through high-fidelity prototyping, creating intuitive interface that addressed key pain points for first-time resume builders
- Conducted 10+ user interviews to understand resume creation challenges, synthesizing qualitative insights into user personas and defining core design requirements based on user needs
- Designed wireframes, user flows, and interactive prototypes in Figma, iterating through multiple rounds of user feedback to refine information architecture and visual hierarchy

Projects

Lost & Found Mobile App | VinnovateIT, Vellore Institute of Technology | Case study

- Designed mobile app addressing campus-wide lost item problem for 10,000+ student community using Figma, conducting user research to understand current pain points and validate demand for centralized solution
- Created information architecture and user flows balancing ease of reporting with verification needs, wireframing key screens and iterating based on usability feedback

Fika Mental Health App | Personal Product Concept | Case study

- Designed mobile app concept providing immediate emotional support during anxiety episodes, conducting competitive analysis to identify gaps in existing mental health resources
- Mapped user journey identifying critical intervention moments during high-stress states, designing interface prioritizing simplicity and accessibility when users are experiencing distress
- Designed calming visual design using color psychology and typography principles, prototyping interactive breathing exercises and meditation features with focus on intuitive, distraction-free experience