

Keerthi Ginuga

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User Experience Designer | Product Designer

M.F.A. candidate in User Experience Design at SCAD with experience designing digital and emerging-technology experiences across startup and sponsored innovation environments. Strong in interaction design, product thinking, prototyping, research, and cross-functional collaboration. Known for translating complex systems into intuitive, polished experiences across mobile apps, connected ecosystems, and interactive concepts.

Experience

Incoming User Experience Designer

Mar 2026 – May 2026

BMW x SCADpro

Savannah, GA

- Selected to collaborate with BMW on AI-native automotive service experiences integrated into emerging AI platforms.
- Will contribute to user research, journey development, and interaction design for future-facing ownership and service experiences.

User Experience Lead

Sept 2025 - Nov 2025

Kohler x SCADpro

Savannah, GA

- Led UX strategy and end-to-end experience design for Kohler's connected hydrotherapy ecosystem.
- Defined customer journeys, user flows, interface systems, and interaction concepts for connected wellness experiences across digital touchpoints.
- Conducted research and usability validation to inform product direction and presented concepts, prototypes, and design rationale to stakeholders and senior leadership.

User Experience Designer

Jun 2025 - Present

ZWEST, Inc.

Remote

- Designed the end-to-end UI for an all-in-one student ecosystem mobile app, shaping core journeys and interface patterns across the product.
- Created scalable user flows, information architecture, wireframes, and UI components in Figma to strengthen clarity, consistency, and navigation across core app experiences.
- Built high-fidelity prototypes and collaborated with product and engineering leadership to shape feature direction and refine the app experience through iterative design.

Reference Assistant

Jan 2025 - Present

Jen Library, Savannah College of Art and Design

Savannah, GA

- Support students and faculty with research inquiries by identifying information needs and guiding them through academic databases and digital systems.
- Help users navigate complex resources efficiently while supporting information discovery and analysis.

Projects

SONIX | Autonomous Taxi Experience

Jan 2025 - Mar 2025

Rookie of the Year – Highly Commended | Finalist

- Conducted qualitative and quantitative UX research, including 15+ usability sessions, to identify adoption barriers in autonomous taxi experiences.
- Designed mobile and in-car interaction flows, UI components, wireframes, and responsive interfaces to improve clarity, trust, and usability.
- Iterated concepts through prototyping and testing to build confidence and strengthen the rider experience across a complex service ecosystem.

Sync | Smart Sensory Running Shoe

Jan 2026 – Mar 2026

- Designed a smart sensory running shoe concept that uses embedded pressure sensors and machine learning to help runners better understand and correct movement patterns in real time.
- Created a 3D heatmap visualization in p5.js and explored targeted haptic feedback to translate gait and foot-strike data into more intuitive, actionable feedback.
- Worked across sensing, feedback, and interface communication to prototype a connected experience that makes complex data easier to interpret.

Sea Love Candle Bar | Digital Experience Redesign

Mar 2025 - May 2025

IDA 2025 Honorable Mention

- Redesigned a responsive e-commerce experience using UX research, card sorting, tree testing, and usability validation.
- Improved information architecture and streamlined booking and checkout journeys to support easier navigation and a clearer customer flow.

iMessage | A Wellness Update

Sept 2025 - Nov 2025

- Led interaction and visual design for a conceptual iMessage feature focused on more thoughtful wellness communication.
- Defined user flows, interface behaviors, and high-fidelity concepts to create a seamless and emotionally considerate messaging experience.

Education

M.F.A. in User Experience Design | GPA: 4.0

2024 - 2027

Savannah College of Art and Design

Savannah, GA, USA

Bachelor of Architecture

2019 - 2024

School of Planning and Architecture

Vijayawada, India

Skills

Design: UX Design, Product Design, Interaction Design, UI Design, Wireframing, Prototyping, Responsive Design, Visual Design

Research & Testing: User Research, Usability Testing, Heuristic Evaluation, Card Sorting, Tree Testing

Systems & Structure: Information Architecture, User Flows, Journey Mapping, Design Systems, Accessibility

Tools & Technology: Figma, Adobe Creative Suite, p5.js, HTML, CSS, JavaScript