Kajal Boghara

PRODUCT DESIGNER

Product Designer with 5+ years in UX, design systems, and usability testing, plus brand and signage experience. Turn research and analytics into accessible, conversion-focused experiences. Currently pursuing a Master's in Digital Marketing at Drexel University.

EXPERIENCE

Lila's Creamery

Creative Director | Feb 2026 – Present

- Led brand development: visual identity, interior concept, and creative direction.
- Built a design system unifying packaging, signage, merchandise, and digital.
- Designed interior signage focused on legibility and customer flow.
- Designed and built the brand website, growing pre-launch awareness and social following.
- Prepared production-ready files and specs for print and fabrication vendors.

Smile Culture Dental

Product & Visual Designer Contractor | Jan 2022 – Present

- Lead UX strategy for the patient website to drive leads and engagement.
- Optimize patient conversion flows through usability testing, UX research, and Google Analytics.
- Launched the Spa sub-page to educate patients and boost service visibility.
- Create marketing visuals and email assets that support campaign goals.
- Hand off annotated Figma specs to developers.
- Apply WCAG standards to layouts, color contrast, and navigation.

Bang Energy

Senior Product Designer | Jan 2023 - Jul 2023
Product Designer | Mar 2021 - Jan 2023

- Launched an e-commerce site that increased sales 25% and engagement 40%.
- Built a design system adopted across multiple brand platforms, speeding development.
- Documented component specs and annotated designs for developer handoff.
- Ran user testing that reduced cart abandonment and improved mobile conversion.
- Ran pre-launch QA for brand consistency and usability.
- Supported design strategy and testing for the Anti-Diet App.

CONTACT

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SKILLS

Software

- Figma
- Microsoft Office Suite
- InVision
- JIRA
- ClickUp
- Claude (AI)
- Adobe Creative Suites
- Google Analytics

Design

- End-to-end flows
- Visual Design
- Prototyping/Interaction Design
- Design Strategy
- Storytelling
- UX Research
- Usability Testing
- Accessibility Design
- Documentation

Soft

- Adaptable
- Self Starter
- Collaborative

EDUCATION

M.S. Digital Marketing
Drexel University (in progress)

B.F.A. User Experience Design
Minor in Graphic Design
Savannah College of Art & Design

CERTIFICATIONS

Interaction Design Foundation, 2025

- Accessibility: How to Design for All
- AI for Designers
- Agile Methods for UX Designers