

# KAJAL BOGHARA

Product Designer

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## EXPERIENCE

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### Product & Visual Design Contractor

Smile Culture Dental | Jan 2022 - Present

- Leading UX digital design strategy for Smile Culture Dental's patient-facing website, to drive lead generation and improve user engagement.
- Conducting usability testing, UX research, and analytics to inform design decisions and optimize patient conversion flows.
- Creating marketing visuals and email assets supporting product and marketing strategy.
- Designed and launched a Smile Culture Spa sub-page to highlight services and educate patients, enhancing brand visibility and user engagement.

Speed Dating on the Spectrum (Non-Profit) | Sep 2022 - Feb 2023

- Launched and managed the organization's website, streamlining event promotion and enhancing communication with volunteers and participants.
- Implemented accessibility best practices to create a welcoming online environment aligned with the non-profit's values of inclusivity and empathy.

### Product Designer

Bang Energy | Senior Product Designer Jan 2023 - Jul 2023; Product Designer Mar 2021 - Jan 2023

- Launched a high-performing e-commerce site, increasing sales by 25% and customer engagement by 40%.
- Built a scalable design system that was adopted across multiple brand platforms, improving consistency and development speed.
- Partnered with cross-functional teams to deliver responsive landing pages and features using Figma and JIRA.
- Conducted user testing and implemented UX improvements that reduced cart abandonment and improved mobile conversion rates.
- Contributed to the design strategy and testing process of the Anti-Diet App, aligning product features with user needs and organizational goals.

### Visual Design Intern

Juice Pharma Worldwide | Jul 2019 - Aug 2019

- Delivered high-fidelity visual assets for pharmaceutical campaigns, including digital ads and event signage.
- Supported responsive design efforts for web and mobile interfaces using Adobe Creative Suite and Sketch.
- Participated in team reviews to iterate on creative solutions based on feedback.

## SKILLS

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### Software

Figma  
Sketch  
InVision  
JIRA  
Clickup  
Klaviyo  
Adobe Creative Suites  
Google Analytics

### Design

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

### Soft

Adaptable  
Self Starter  
Collaborative

## CERTIFICATIONS

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### Interaction Design

#### Foundation | 2025

- AI for Designers
- Accessibility: How to design for all
- Agile Methods for UX Designers

## EDUCATION

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### B.F.A. UX Design

Minor in Graphic Design  
Savannah College of Art and Design