

Freya Thakkar

Interaction Designer based in India - www.freyathakkar.in



India



+919920473147



freyaidesign@gmail.com



[Freya-thakkar](https://www.linkedin.com/in/Freya-thakkar)

Highly motivated **Interaction Designer** with a strong foundation in **UI/UX principles** and proven enthusiasm for **AI-driven innovation** and **Ethical Design**. Currently pursuing a B.Des and leveraging recent experience as an **AI Design Enthusiast at KPMG** to build intuitive and user-centered interfaces for complex systems, including Generative AI tools. Seeking roles in Interaction/AI Design where I can combine user research, rapid prototyping, and emerging technology to create impactful and intelligent digital experiences.

Work Experience

PRODUCT DESIGNER - Remote

InnerLabs

March, 2026 - Present

- Designed and delivered 60+ responsive website and dashboard screens for Inner Labs, improving user navigation efficiency by 35% and creating a cohesive AI-focused digital experience across web platforms.
- Led the end-to-end UX/UI design process for the Inner Labs website and analytics dashboard, reducing stakeholder revision cycles by 25% through iterative prototyping, design systems, and usability-driven interface improvements.

AI ENTHUSIAST IN CREATIVE DESIGN TEAM - Onsite

KPMG India - Mumbai

May, 2025 - Nov, 2025

- **Developed high-fidelity prototypes** for internal tools and client-facing demos that leverage **Generative AI** capabilities, focusing on designing clear conversational interfaces and system feedback loops.
- **Spearheaded research and application** of AI/ML trends within the design workflow, specifically focusing on **prompt engineering** and large language model (LLM) integration for rapid content and low-fidelity wireframe generation.
- **Applied Human-Centered AI (HCAI) principles** to interactions, collaborating with technology teams to define user interaction patterns that ensure transparency, explainability, and user trust in AI-driven features.

UX DESIGN INTERN - Onsite

SoluteLabs, Ahmedabad

April, 2024 - August 2024

- **Contributed to a major website redesign project**, achieving a 25% improvement in identified usability and accessibility scores by adhering to WCAG guidelines.
- **Conducted full-cycle user research** through surveys and structured interviews with 35+ users, leading to the definition of four primary user personas that guided subsequent design decisions.
- **Designed comprehensive wireframes and interactive prototypes in Figma** for core client presentation flows, enhancing stakeholder alignment and reducing revision cycles by 20%.

GRAPHIC DESIGN INTERN - Onsite

Cityshor, Ahmedabad

May, 2023 - August 2023

- Assisted in developing diverse marketing materials and social media graphics, contributing to a 15% increase in engagement metrics during the internship period.
- Managed brand identity assets across various digital and print mediums, ensuring visual consistency and adherence to brand guidelines.

Education

B.Des Interaction Design, United World Institute of Design, Gandhinagar

2022 - 2026

SKILLS

User Experience Design

- AI Design Principles, Prompt Engineering, Human-Centered AI (HCAI), Ethical AI, Interaction Design, UI/UX Design, Data Visualization, Accessibility (WCAG), Design Systems, Microinteractions, Storytelling, Service Blueprinting, LLM Integration. Interaction Design, UI/UX Design, Visual Design, Web & Mobile Design, User flows, Service Blueprints, Information Architecture, Accessibility, Wireframing, Data Visualization, Design Systems, Prototyping, Storytelling, Mockup Design, Human Interface Guidelines, Microinteractions

User Research

- Qualitative Research, Quantitative Research, User Interviews, Persona Development, Data Analysis, UX Audit, Competitive Analysis, A/B Testing, Usability Testing, Ethnographic Research.

AI Design & Methodologies

- Human-Centered AI (HCAI), Ethical AI, Generative AI, Explainable AI (XAI), User Trust Models, LLM Integration, Prompt Engineering, Conversational Interface Design, Data Visualization, Design Thinking, Agile/Scrum.