

Prerna Kashyap

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Work Experience

Product Designer | Copart (Capstone)

March 2026 - Present / Seattle, WA

- Led user flow design to integrate new vehicle damage evaluation features into the offer flow to increase final offer accuracy and reorganized steps into thematic groups to prevent cognitive friction.
- Conducted 8 user interviews and ran behavioral data analysis using FullStory, synthesizing data into actionable insights that informed product roadmap decisions and aligned stakeholders.
- Built interactive prototypes using Claude and Cursor to enable faster design validation and utilized the existing design system to create new form components to enhance engineering handoff.

Customer Experience Manager (Product Facing) | Kickfurther

June 2023 - July 2025 / Buffalo / Remote, Full time

- Drove 2x increase in repeat co-op launches, influencing ~\$3M in deal flow by anticipating capital requirements based on historical behavior and seasonal selling patterns for targeted re-engagement.
- Reduced funds transfer time by 80% (5 days to 1 day) by analyzing operational workflow for recurring pain points, implementing process changes to automate next steps and minimize manual intervention.
- Cut supplier verification turnaround by 22% by synchronizing communication between customers and internal verifications teams to identify required documentation and eliminate idle wait times.

Founding Product Designer | Matrix Labs

Dec 2022 - June 2023 / Mumbai India / Full time

- Spearheaded 0-to-1 product design for a B2B Web3 platform by conducting market research, establishing information architecture and creating a UI kit to streamline phase 1 launch, collaborating with a cross-functional team of 2 engineers and 1 product manager.
- Delivered high-fidelity UI/UX for dApp platforms, web ecosystems, and crypto wallets across 12+ clients.

Leadership and Projects

Founding Product Designer | Goody Hearts Club

Present / Seattle WA

- Designed and Coded the art submission experience, progress tracking pages and buyer checkout flows lowering participation barriers for artists.

Triage Inbox organizer | Chrome Extension

Oct 2025 - Present / Seattle WA

- Built an AI-powered Chrome extension for email organization, integrating conversational search using Cursor and Figma, Google Cloud Console for backend infrastructure.
- Used Gemini as an LLM judge to run structured evals and reiterate on the extension's conversational search and reply suggestion outputs, improving eval score from 28%

Education

Masters in Human Computer Interaction and Design

University of Washington

Projects

Product Development | Essence
3-Day Hackathon

Placed top 2% of 50+ teams: designed and prototyped an IoT health monitoring interface in 72 hours, then presented design rationale and product viability to Cisco's SVP

Tools

Cursor
Claude Code
Figma
Protopie
Adobe Creative Suite (Illustrator, Photoshop, After Effects)
Framer

Skills

Design:

Design Systems
Prompt Engineering
AI Interaction Design
Responsive Web & Native Design (iOS/Android)
Content Design
UX Writing
Component documentation
Agent design

Research:

Contextual Inquiry
Usability & RITE Testing
Customer Journey Mapping
Competitive Analysis
User Personas
Information Architecture
Heuristic Evaluation

