

# Kyle Andaya

UX & Product Designer

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## SUMMARY

I am an emerging UX designer with hands-on experience in user research, stakeholder interviews, and designing digital products in Figma. I have a foundation in graphic design and a minor in Interaction Design from San Jose State University, and I am seeking a role to apply human-centered thinking to build products that help people.

## EXPERIENCE

### UX Design Apprentice

Jun 2025 - Aug 2025

BRIDGEGOOD | Oakland, CA

- Led user research sessions and stakeholder interviews with business owners, nonprofit leaders, and end users to surface key pain points and build a shared understanding of community needs before any design work began.
- Designed and refined UI screens in Figma based on live usability testing feedback, resulting in a more intuitive and emotionally resonant user experience.
- Led the KeepSake App project end-to-end as UX design lead, conducting discovery research with **6 stakeholders including REI** and iterative usability testing with **5 recurring participants**, taking the product from research through high-fidelity prototype.

### AI Training Fellow

Jun 2026 - Present

Handshake AI | Remote

- Evaluate AI-generated responses for quality and reasoning clarity, providing structured human feedback to improve large language model performance.

## PERSONAL PROJECTS

### SRAC Hand Scanner

2025

UX Design | UX Research | Team Project

- Conducted a heuristic evaluation of SJSU's existing gym biometric entry system, identifying critical usability issues around learnability, error recovery, and accessibility.
- Led primary user research including contextual inquiry and usability testing sessions with **10 recurring participants** and **2 stakeholders** to map pain points in the current interaction model.
- Designed a redesigned interface and streamlined interaction flow in Figma that reduced average task completion time from **26 seconds to 18 seconds** and dropped error rates from **30% to 10%**.
- Documented design rationale through annotated wireframes and design specifications, clearly communicating decision-making to stakeholders throughout the project.

### Inkd

2026

UX Design | UX Research | Solo Project

- Defined the product vision and information architecture for a tattoo discovery and booking platform by conducting generative user research including surveys and one-on-one interviews to surface unmet user needs.
- Synthesized research findings into user personas, empathy maps, and Jobs-To-Be-Done frameworks that guided all downstream design decisions across client and artist user flows.
- Designed end-to-end interaction flows and high-fidelity UI screens in Figma, including an explore page with localized filtering, in-app mood boards, and a direct-message-integrated booking flow to reduce friction for first-time users.
- Leveraged Claude Code alongside Figma to rapidly prototype interactive features, enabling iterative usability testing with real users and shortening the design validation cycle.
- Conducted multiple rounds of usability testing to evaluate task completion rates, identify pain points, and iterate on screen hierarchy, micro-interactions, and visual design.

### KeepSake App

2025

UX Design | UX Research | Team Project

- Served as UX design lead on a cross-functional team of four, owning the end-to-end design process for a social platform connecting outdoor enthusiasts.
- Led discovery research including user interviews and competitive analysis with industry stakeholders, synthesizing findings into user personas, journey maps, and user stories to establish a shared product vision.
- Conducted multiple rounds of iterative usability testing, facilitating design critiques and translating insights into wireframes, interaction flows, and a high-fidelity prototype in Figma that addressed key usability issues.

## SKILLS

### Design

UX design, UI design, interaction design, visual design, wireframing, prototyping, design thinking, information architecture

### Research

User research, usability testing, stakeholder interviews, pain point analysis, user journey mapping

### Tools

Figma, Framer, Adobe Creative Suite (Photoshop, Illustrator, InDesign), Procreate

### Languages

English (native), Tagalog (native)

## EDUCATION

### B.A. Graphic Design, Minor in Interaction Design

San Jose State University

Aug 2022 - May 2026