Krunal Mistry

Design Lead | Sr. Product Designer | UX Strategy & Leadership

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Strategic Sr. Product Designer & UX Lead with 15+ years delivering scalable, human-centered solutions for **Citi, Nokia, AT&T** & more. Led design systems, drove accessibility-first UX, and integrated AI-driven personalization into acquisition journeys. Passionate about aligning business impact with elegant design.

I excel in creating clear, functional, and visually engaging interfaces. Recently, as **Associate Creative Director at Citi**, I led UX strategy for retail servicing, enhancing user experiences and team collaboration in a global setting.

Postgraduate Program in AI/ML – The University of Texas at Austin

Driven by personal curiosity and a passion for emerging technologies, I completed a year-long Postgraduate Program in Artificial Intelligence & Machine Learning. This journey expanded my understanding of AI's role in UX and empowered me to design more intelligent, user-centered solutions at the intersection of design and innovation.

EXPERIENCE

Irving TX — *Associated Creative Director / Design Lead*

JUNE 2022 - PRESENT

As an **Associate Creative Director & Design Lead** at Citi, I have been instrumental in shaping **retail servicing and acquisition partner products**, driving **end-to-end user journey improvements** across multiple projects. I bring a deep understanding of **design systems, accessibility, and AI-driven UX solutions**, ensuring **seamless, scalable, and user-centric** digital experiences.

Plano TX — *Sr. Product Designer / UI Developer*

SEP 2014 - MAY 2022

As a **Senior Product Designer & Front-End UI Designer** at Benefit Harbor, I was responsible for **transforming business requirements into user-centered designs**, leading **UI architecture**, and ensuring **web accessibility and performance optimization** across multiple applications.

DESIGN PORTFOLIO

Explore my UX, product design, and multimedia projects *:*

For a complete view of my design work, including in-depth case studies, user flows, interactive prototypes, and scalable design solutions, visit my portfolio at www.krunalmistry.com.
Each project showcases my commitment to user-centered design and impactful problem-solving.

EDUCATION

TEXAS McCombs
The University of Texas at Austin
McCombs School of Business

Postgraduate – Machine learning and Artificial intelligence (2024–2025)

Madurai Kamaraj University

Postgraduate – Computer Applications (2011–2012)

Design O Tech

Web & Multimedia Development (1996–1998)

C.U. Science Center

DCA – Computer Application (1993–1994)

Gujarat University

B.Com. (1993–1996)

AT&T

Irving TX — *Sr UX Designer*

- JUNE 2012 - AUG 2014
- OCT 2007 - MAY 2010
- APRIL 2005 to OCT 2006

Across **three tenures at AT&T**, I evolved from a **Flash Designer/Developer** to a **Senior UX Designer**. I led the creation of interactive training solutions, starting with dynamic simulations using Flash, Captivate, and LORA for engaging learning experiences. I also developed the U-verse Virtual Learning platform, utilizing XML, FLEX, and CSS for scalable training interfaces, while ensuring consistent branding across modules.

Later, as a Senior UX Designer, I led the **Interactive Training System**, enhancing UX for global associates. I collaborated with training directors to integrate feedback, streamline training, exams, and survey modules. This role strengthened my ability to design scalable, intuitive solutions that aligned with AT&T's training goals.

Plano TX — *UX Architect*

JUNE 2011 - MAY 2012

At Rent-A-Center, I took on my first UX Architect role, leading the redesign of SIMS, a Point of Sale (POS) desktop application. Shifting focus from visual design to process optimization, I collaborated with the Java development team to create a scalable, user-friendly system. Through A/B testing and core UX practices, I validated new user flows, aligning design solutions with real-world needs. This project strengthened my ability to bridge user goals with technical feasibility.

NOKIA

Irving TX — *UX Designer in N7 Mobile App*

MAY 2010 - MAY 2011

As a UI/UX Designer at Nokia, I independently designed the theme and layout for the **Nokia N7 Music Player**, enhancing mobile usability and user engagement. I led the development of a live simulation using Flash (ActionScript 3) and created icons optimized for the Symbian OS. Collaborating closely with Symbian developers, I ensured seamless integration of the GUI into the N7 mobile application, delivering a cohesive and user-friendly experience.

CERTIFICAITONS

Human-Centered Design – UC San Diego
Issued Jun 2022

Applied Interaction Design – LinkedIn
Issued Dec 2021

Interaction Design: Flow – LinkedIn
Issued Mar 2021

UX Foundations – LinkedIn
Issued Mar 2021

SKILLS

Over the years, I've built a strong foundation in visual design, front-end prototyping, and team collaboration. From pixel-perfect UI to functional prototypes, I enjoy bridging the gap between design and development.

TOOL & IDE

Figma, Adobe XD, Sketch, Adobe Design Tools.
Eclipse & Visual Studio.

SCRIPTS & PROGRAMMING

HTML 5, CSS, JavaScript, jQuery UI, jQuery Mobile, Angular & React, Node.js

MANAGEMENT & COLLABORATION

Atlassian Jira, GitHub, Bitbucket, SourceSafe, MS Teams, and Slack.

verizon business

Richardson TX — *Flash Developer / UI designer*

OCT 2006 - APRIL 2007

As a UI/UX Designer at Verizon, I led design improvements across three key projects:

- **Executive Dashboard:** Designed a data-driven intranet dashboard for executives using Flash, ASP.NET, XML, and SQL.
- **Verizon Business Alert:** Created UI mockups and user flows for the Java-based alert system, enhancing usability.
- **VZ Connect:** Developed and designed the UI for a PHP-based internal portal, ensuring a seamless user experience.

  I optimized design consistency, improved user flow, and enhanced performance across all projects, while maintaining HTML, XML, and CSS pages with VSS (Visual SourceSafe 2005).