

# Keerthi Ginuga

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## Education

### M.F.A in User Experience Design

Savannah College of Art and Design

2024 - Present

Savannah, GA, USA

### Bachelor of Architecture

School of Planning and Architecture

2019 - 2024

Vijayawada, India

## Experience

### Lead UX Designer - Kohler x SCADpro

SCAD

Sept'2025 - Present

Remote

Led the UX strategy and design direction for Kohler's connected hydrotherapy ecosystem project.

Unified a multidisciplinary team to create intelligent, personalized wellness experiences integrating data, emotion, and product interaction.

### Co-Founder & Design Lead

7WEST, Inc.

Jan'2025 - Present

Remote

Co-founded and designed the full UI/UX of 7WEST — an all-in-one student ecosystem that supports every stage of student life.

7WEST is live, expanding across universities with growing student adoption and partnerships. <https://www.7west.space/>

### Architectural Intern

BetweenSpaces Architects

Jun'2022 - Dec'2022

Bangalore, India

Worked on 3D modeling, rendering, and physical model-making for residential projects, assisting with client presentations and construction documentation.

### Head of Design

FinUp NGO

Apr'2021 - Oct'2021

Hyderabad, India

Led design initiatives creating educational content to promote financial literacy and digital skills in rural communities. Conducted user research, interviews, and workshops to develop inclusive outreach strategies across age groups.

## Projects

### Autonomous Taxi UX Research

SONIX - Your Personal Space on Wheels

Jan'2025 - Mar'2025

SCAD

Conducted qualitative and quantitative research, including over 15 user testing sessions, to identify adoption barriers and build trust in autonomous vehicle (AV) taxi systems. Led UX research and UI design to enhance user experience and promote confidence in AV technology.

### Google Nest Thermostat Redesign

Thermostat for Office Spaces

Jan'2025 - Mar'2025

SCAD

Redesigned the Nest thermostat for cheerful office spaces, introducing a collaborative temperature-setting feature that empowers employees to contribute, fostering a collaborative, comfortable, and inclusive environment.

### Designing for Life Transitions

Legacy - leave a key, not a quest

Sept'2023 - Nov'2023

Stanford Longevity Design Challenge

Conducted user research to understand challenges in post-death financial planning. Designed a supportive hybrid solution to help families navigate legal and asset-related processes.

## Skills

### UI/UX Design-

User Experience Research, Information Architecture, Wireframing, Prototyping, Mockups, Usability Testing.

### Architectural Design-

3D Modelling, Drafting, 3D Visualization, Rendering, Illustrations.

## Soft Skills

Leadership

Creativity

Time Management

Collaboration

Communication

Problem-Solving

Organizational skills

## Software Efficiency

### Tools-

Figma, AdobeXD, Photoshop, Illustrator, InDesign, AutoCAD, Revit, Sketchup, Rhino, Lumion, Enscape, Vray, Twinmotion.

### Programming-

HTML, CSS, Java, JavaScript.

## Accomplishments

### Sonix - Rookie of the Year | Highly Commended

Rookie Awards

### DAH Awards - Top 3

Council of Architecture (COA)

### Cafe Interior - Honorable Mention

Archdais International Competitions

### ANDC Trophy 2021 - Top 10

National Association of Students of Architecture

### Destech Challenge - Top 10

National Association of Students of Architecture

## Courses

### UX Design Professional Certificate

Coursera Google UX Course

### Figma Bootcamp Certificate

Figma x SCAD Flux