

Kai Kash

Senior UX Designer · Vancouver, Canada · <https://www.kai-kash.com> · [linkedin.com/in/kai-kash](https://www.linkedin.com/in/kai-kash)

Senior UX Designer with 8+ years designing end-to-end product experiences across SaaS, game engine tooling, B2B2C platforms, and AI integration. Currently leading design systems and real-time engine tooling used by global AAA studios, scaling component architectures across 50+ cross-functional teams and 3 global studios. Expert in systems thinking, information architecture, and translating complex engineering constraints into intuitive, user-centered outcomes. Recognized for bridging design and engineering across large cross-functional organizations and raising the bar for design quality at scale.

EXPERIENCE

Senior UX Designer & Design System Lead · Electronic Arts(Frostbite) · 2024 - Present

- Redesigned legacy asset editors into a unified visual timeline using end-to-end product design principles, reducing authoring time by 40% and production errors by 25%.
- Scaled the Frostbite Design System (FDS) with AI-assisted design workflows, achieving 100% component cohesion across 50+ cross-functional teams to ensure high-quality, standardized UI across FC, Madden, and NHL titles.
- Led discovery, user research, and design for real-time engine workflows, applying systems thinking to eliminate 50% of manual testing cycles and establishing a new bar for tool clarity and craft.
- Partnered with 10+ engineering and product leads across 3 global studios to define technical roadmaps, facilitating stakeholder presentations and bridging the gap between complex logic and user-centered design outcomes.
- Championed design quality ownership and design critique culture across the Frostbite tooling organization, improving design team alignment and agile/scrum delivery cadences.

UX/UI Designer · This Game Studio(Blizzard Entertainment) · 2022 - 2024

- Increased user retention by 40% in a core consumer mobile feature by identifying friction points through qualitative research, journey mapping, and usability testing to optimize end-to-end user flows.
- Led the UX/UI team in building a robust design system using component-based architecture, ensuring 100% UI scalability across native iOS and Android platforms.
- Decreased user errors by 25% by applying affinity mapping and data-driven iteration to pivot product strategy toward more intuitive, human-centered solutions.
- Conducted rapid prototyping and high-fidelity prototype reviews with stakeholders, aligning product sense with business goals and accelerating release cycles.

UX/UI Designer · Capgemini(Kraft-Heinz) · 2018 - 2020

- Standardized design language, typography, and color systems across diverse product areas, improving overall development efficiency by 30% through cross-functional strategy and design systems adoption.
- Reduced design inconsistencies by 50% through the creation of a centralized component library, fostering better alignment between design and engineering teams via design critique sessions and shared documentation.

UX/UI Designer · Infosys(John Deere) · 2014 - 2018

- Designed the Manufacturing Analytics & Insights B2B SaaS platform for field managers across John Deere's global manufacturing hierarchy; introduced role-based personalization and real-time dashboards replacing legacy manual data extraction.
- Achieved a 50% reduction in dashboard generation time for a high-traffic SaaS application by streamlining complex information architecture and redesigning core user flows.
- Designed real-time analytics modules that improved data-driven decision-making by 45% for a user base of 500+ managers, leveraging A/B testing and quantitative research to validate design decisions.

CORE SKILLS

Design & Tools: Figma, Sketch, Adobe Photoshop, Adobe Illustrator, Adobe After Effects, Unity, HTML5/CSS3/JavaScript

UX Methods: End-to-End Product Design, Usability Testing, A/B Testing, Rapid Prototyping, Wireframing, User Flows, Journey Mapping, Affinity Mapping, Information Architecture, Quantitative & Qualitative Research, User Discovery, Data-Driven Iteration, Accessibility (WCAG)

Design Systems & AI: Design Systems, Component-Based Architecture, AI-Assisted Design Workflows, Artificial Intelligence Integration, Scaling Design Systems, Internal Tooling & Systems, Systems Thinking

Product & Strategy: Mobile-First Design (iOS/Android), Interaction Design, High-Fidelity Prototyping, Product Sense, Cross-Functional Strategy, Stakeholder Presentations, Design Critique, Agile/Scrum, Mentorship, Design Quality Ownership

EDUCATION

Post-Degree Diploma , Web and Mobile App Design and Development · Langara College(Vancouver, Canada) ·
Jan 2021 - Apr 2022

Bachelor of Technology , Computer Science · Sir Padampat Singhanian University(India) ·
Aug 2009 - May 2013