Kunal Rathore

Experience Designer

Work History

Zynga - Take-Two Interactive | Experience Designer

Bengaluru | Mar'21-Nov'24

Worked on Farmville 2-Country Escape **(400k + Daily Active Users)**

- Added Battle Pass feature to the game 20% ARPU uptick, 7% increase in engagment and 12% increase in daily logins
- Designed In-Game **Currency Store website** outside the game which is becoming the preferred POS with time
- Redesigned game HUD for new features to avoid cluttering
- Designed the **component library on Figma** for design team and a **unified design system**
- **Conducted interviews** with VIP players for feature feedbacks and built mechanism to **collect player feedbacks** in the game

Eventforte | UI/UX Designer

Noida | July'16-May'20

Built products in domain of e-learning, hospitality, event management, etc. majorly focused in US market

- Event Management team tools: **Guest Check-In App** for collaboration, AR & VR Apps for Event Managers to **showcase 112k+ spaces with furniture, set-ups virtually** to clients
- Designed **Chess MOOC Platform** in consultation with GMs and professional chess tutors to design interactive tools
- Designed School Softwares to assist in **curriculum, attendance, individual student reports**

Education

IIT Guwahati | Bachelor of Design, 2012-2016

Project

Ficus- AI-Powered Note Taking app

Mar'25-Aug'25

An iOS app to automate note categorisation using GPT 4.0 and streamline note workflows.

- Using GPT, the inputs are auto-categorised in folder, lists, tasks, etc.
- Created website and marketing content for promotion.

Portfolio

kunalrathore.com

Contact

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Skills

Contextual Inquiry

User Interview Planning

Design Research

Competition Analysis

Affinity Analysis

Information Architecture

Storyboarding

Prototyping

Wireframing

Journey Map

Softwares

Figma

Adobe Creative Suite

Unity UI Integration

Updated 21 Aug, 2025