

# Vijay Kumar

Senior Product Designer

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As a product designer with over 7 years of experience, I excel in discovery driven environments. I blend creative thinking with data-driven strategies to meet business goals and anticipate user needs, consistently saving resources for agencies and brands. I aim to craft experiences that empower users to lead richer, healthier, and more connected lives. My design journey has been an exciting blend of human behavior, psychology, and technology, merging creativity with practicality to create intuitive, impact designs that drive engagement.

## — RECENT WORK EXPERIENCE

 **Product Designer** Jan 2022 - Jun 2024

Linarc .Inc

- **User Experience Overhaul:** Led a UX overhaul across three platforms, aligning design improvements with business goals and user needs. Introduced 20+ enhancements, increasing average session duration by 15 minutes and boosting engagement.
- **Design Systems Leadership:** Spearheaded the development and management of internal style guides and design systems, ensuring consistency and scalability across all platforms.
- **Strategic Design Balance:** Balanced business objectives, customer experience, and development constraints, delivering feasible design solutions aligned with technical capabilities.
- **Module Enhancements:** Enhanced and updated 20+ modules to improve usability, accessibility, and user experience, leveraging user feedback and testing for continuous refinement.
- **Team Leadership & Mentorship:** Led and mentored junior designers, guiding them on design best practices, UX methodologies, and user research.
- **Cross-functional Collaboration:** Collaborated with product and development teams to refine product interfaces and manage the design system, ensuring cohesive design execution.

 **UI / Graphic Designer** Feb 2019 - Dec 2023

Freelance

- **User Interface Design:** Led the design of user-friendly, visually appealing interfaces for digital web products, aligning with client goals and business objectives.
- **Visual Asset Creation:** Designed graphic mockups, banners, illustrations, logos, and branding materials, incorporating brand identity into static and dynamic visuals.
- **Client Collaboration:** Worked closely with clients from concept to delivery, adapting designs based on feedback to ensure alignment with expectations and brand guidelines.

## **M** UX /UI Designer

Nov 2019 - Dec 2021

### MavenAi Technologies

- **Collaboration with Product Managers and CEO:** Partnered with product managers and the CEO to design data-driven dashboards and user-centric features for the web app and marketing materials, enabling informed, data-backed decision-making.
- **Design Strategy Alignment:** Developed design strategies that aligned with business goals and user needs, improving project timelines by 15% over 18 months through streamlined decision-making.
- **Holistic UX Design:** Over two years, created numerous modules and features that enhanced the overall user experience, optimizing usability, aesthetics, and brand consistency.
- **Product Development Impact:** Collaborated with cross-functional teams to refine product designs, improving user journeys, reducing friction, and boosting customer satisfaction.

## **A** UX /UI Designer

Jul 2018 - Feb 2019

### Aziza Web Studios

- Designed and implemented wireframes and prototypes for 10+ applications, which streamlined design processes and reduced project turnaround time by 30%, leading to faster deployment of user-centric features.

## — TECHNICAL SKILLS & COMPETENCE

- User Interface (UI) Design
- User Experience (UX) Design
- Design Systems
- Style Guides
- User Research
- Usability Testing
- Wireframing
- Prototyping
- HTML/CSS
- Interaction Design
- Visual Design
- Adobe Creative Suite
- Sketch
- Figma
- Branding & Identity
- Motion Graphics,
- Story board,
- 2D Animation,
- 3d Modeling,
- Figma
- Adobe XD
- ProtoPie
- Miro
- Wordpress
- InVision

## — EDUCATION/ CERTIFICATION

- **Master Digital Product Design**  
Certification course
- **Python Development**  
Internship program
- **Robotic Engineering**  
Diploma Course