VINOD KUMAR

LEAD - UX CX DESIGN

// CONTACT

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I/26, Rajapuri, Dwarka, New Delhi, India

// KEY ACHIEVEMENTS

- In **BitMicron,** Improved product adoption rates by up to 40% after redesigning dashboard and onboarding flow.
- In **Samsung,** Improved task completion rate from 68% to 92% by simplifying navigation and restructuring user flows.
- In **Samsung,** Reduced prototype time by 60% using auto-layout and reusable interactive components.
- In **Samsung,** conversion rates by 30% with iterative A/B testing and UX refinement.

// DOMAIN SKILLS

- UI/UX & Product Design
- Telecom & IT
- Cloud based Application
- Data & Analytics
- Artificial Intelligence / Gen AI
- Mobile & Web Technologies
- BFSI (Banking, Finance, Insurance)
- Healthcare & Life Sciences
- Retail, eCommerce & Logistics
- Metaverse / AR/VR
- Aviation & Travel

// OVERPOINT

Award-winning design leader with over 15+ years of global experience driving UX strategy, digital transformation, and product innovation for Fortune 500 brands including Boeing, Cisco, Omantel, Kmart, and Bell Canada. Recognized for integrating design thinking with measurable business outcomes, improving efficiency by 17% and enhancing profitability through UX modernization. Skilled in design systems, CX transformation, and AI-integrated design processes, leading global cross-functional teams with a balanced strategic and hands-on approach. I specialize in design systems, research-led UX, AI-driven interfaces, and scalable product ecosystems. Experienced in leading cross-functional global teams and aligning product vision with user needs.

// EXPERIENCE

NOV 2023 - CONT.
GURUGRAM, INDIA

BITMICRON TECH LABS

Director - UX,CX Design

- Boosted user engagement by 35% through data-driven UI improvements.
- Increased retention by 25% with personalized user journeys.
- Cut design-to-dev handoff time by 50% using a unified design system.
- Raised conversion rates by 30% through A/B testing and refinements.

Global Projects - Dubai Broker, SaaS-based, Health Care various projects.

DEC 2022 - OCT 2023
GURUGRAM, INDIA

SAMSUNG SDS

Head of Part - UX, CX Design, CoE, India.

- Reduced prototype time by 60% using auto-layout and reusable components.
- Mentoring a team of 30+ UX/UI professionals.
- Designing various Cloud based products under Global Product Team.
- Responsible for KPI for the vertical. Hiring and Mentoring.
- Set up the UCD/Lean processes for UX for quality deliverables.

Global Projects – Samsung platform App : Z- Flip project, Knox Portal.

NOV 2021 - DEC 2022
HYDERABAD, INDIA

Next Quarter

Associate Director - Global Product Design

- Led UX/UI strategy for cloud products.
- Designed user-centric solutions globally.
- Partnered with cross-functional teams.
- Drive collaboration across Sales, Finance, and Operations.
- Generate Dashboard Design for a real-time revenue forecasts.

Global Projects - Salesforce, Gartner, Account Navigator etc.

FEB 2020 - OCT 2021
GURUGRAM, INDIA

BECHTEL INDIA PVT. LTD.

Lead - UX/UI Design

- A balance of hands on UX management, and leadership responsibilities that involve executing:
- Strategy: Product Objective, User Goal, Personas
- Ideation:User Analysis,Competitive Analysis, Heuristic evaluation.
- Conceptualization: Navigation System,Interaction Design,Lo-Fi/Hi-Fi

Global Projects - Engineering, Construction and Government projects.

FEB 2019 - NOV 2019
GURUGRAM, INDIA

FLEXIN TECHNOLOGIES PVT. LTD.

Senior Manager - Head User Experience Design

- Responsible for Creative strategy, concepts and Creative Direction.
- Handle Hybrid / Native / Responsive Mobile Apps Visual Design.
- Responsible for Print, Web, Design Digital based Designing.

Domestic Projects - BSES Rajdhani, Club Mahindra.
Global Projects - Boeing, Compucom, Marsh, and Dell.

FEB 2017 - OCT 2018
GURUGRAM, INDIA

RIO TINTO INDIA PVT. LTD.

Senior Specialist - User Xperience Design

- Responsible for Product Design i.e. Strategy, Concepts and Design.
- Responsible for Print, Web, Mobile Digital based Designing.
- Delivering Global Innovative Design solutions for digital Web Graphic.
- **Global Projects - Copper & Diamonds, Travel, Safety & HR.**

FEB 2013 - DEC 2016
NOIDA, INDIA

TECH MAHINDRA LTD.

Lead - UX/UI Design

- Responsible for Web/Mobile App, Creative Strategy, Concepts and UI Design

Domestic Projects - Reliance, Idea, SBI, Nissan, Club Mahindra.
Global Projects - Cisco (UK), AT&T (USA), Doha Bank (UAE), Omantel (UAE), Bell (Canada), Visy (Australia), Victoria Police (Canada) etc.

Onsite Job Experience:

Project - Baylor Scott & White, Dallas (USA).
Project - Orange Mobile, Brussels (Belgium).

// CORE COMPETENCIES

- UX & Product Strategy
- Design Systems & DesignOps
- Experience Innovation & AI Integration
- Research-led CX Transformation
- Digital Product Design Leadership
- Stakeholder & Cross-functional Alignment
- Business Impact Measurement
- Mentorship & Design Culture Building

// PRO SKILLS

- Analytical
- Creative
- Innovative
- Research
- Motivation
- Result Oriented

// AWARDS

- Awarded "Strategic Design Leader of the Year" CIO CTO Leadership Summit & Awards 2023.
- Awarded "Best CX Digital Leader of the Year" Smart CX Technology Summit Awards 2023.
- Awarded Best Team UX Designing for KMart Mobile App (Australia) by Tech Mahindra, 2015.
- Awarded Best Team UX/UI for SBI FreedomM Mobile App by Tech Mahindra, 2014.

// REFERENCE

VIPIN YADAV

UX Designer, Naggaro.
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Email: vipin.yadav@riotinto.com

RAKESH SHARMA

Mobility Head, IT
Flexsin Technologies Pvt. Ltd.
Phone: +91 – 9304048160
Email: rksharma3@gmail.com

NOV 2008 - FEB 2013
NEW DELHI, INDIA

SOLEOSYS INC.

Design Manager - User Experience Design

- Conceptualizing product Design in Digital application domain.
- Manage and mentor a diverse creative department of Web/Graphic domain.
- Responsible for UI based Graphics for education domain.

Domestic Projects - Made Easy, Akash, FITJEE, Drona etc.

MAY 2007 - NOV 2008
GURUGRAM, INDIA

SCA TECHNOLOGIES (I) PVT. LTD.

Senior UI Designer

- Managed full service in Web based application domain.
- Designing various UI for US based supply chain companies.
- Created various prototype applications for supply chain Domain

Global Projects - Supply chain based: McDonald's, Dominos, Papa Johns.

MAR 2006 - MAY 2007
GURUGRAM, INDIA

NIIT LTD.

Team Lead - Graphic Design

- Responsible for creative strategy, concepts and Visual Designing.
- Managed full service in online Game UI/UX domain.
- Responsible for UI based Graphics for education domain.

Domestic Projects - Ministry of Defense Singapore, Maxi media

JULY 2005 - FEB 2006
NOIDA, INDIA

ERUDITE ALLIANCE PVT. LTD.

Sr. UX/UI Designer

Startup: Golf Simulator (virtual reality) & software packages.

- Started my career as a UI/UX Designer.
- Associate with the creative team worked for application launch.
- Designed GUI for Virtual Reality-Golf Simulator on standalone application.

Global Projects: HSBC (Hong Kong) Callaway, (UK), Rebook (UK), etc.

// ACADEMIC EDUCATION

1994 - 1997
BODHGAYA

BACHELOR OF SCIENCE (BOTANY)
Magadh University, Grade: 60%

1998 - 1999
NEW DELHI

PRODUCT DESIGN - CATD, (NIFT)
National Institute of Fashion Technology
(Ministry of Textile, Govt. of India) New Delhi, Grade: A+

1998 - 2000
CHANDIGARH

POST GRADUATE IN FINE ARTS - PAINTING
Pracheen Kala Kendra, Chandigarh, Grade: 60%

2017 - 2018
MASSACHUSETTS, USA

(HCI) HUMAN COMPUTER INTERACTION FOR USER EXPERIENCE DESIGN
(MIT) Massachusetts Institute of Technology, Grade: Pass

2020 - 2020
BERLIN, GERMANY

MINI MBA, DIPLOMA IN BUSINESS MANAGEMENT
(IBMI) International Business Management Institute, Germany.

// PROFESSIONAL EDUCATION

2020 - 2020
DURHAM, UK

DESIGN THINKING FOR INNOVATION
University of Virginia, Darden School of Business.
Grade: Full Credits, Certification.

2019 - 2019
PENN, USA

INTERNATIONAL GLOBAL STUDIES
University of Pennsylvania, The Wharton School.
Grade: Full Credits, Certification.

2019 - 2019
NEW DELHI

IT PROJECT MANAGEMENT
(ISB) Indian School of Business
Grade: Full Credits, Certification.

2018 - 2018
DURHAM, UK

LEADING AND MANAGING PEOPLE
Durham University Business School
Grade: Full Credits, Certification.

2014 - 2014
NEW DELHI

MOBILE USER EXPERIENCE DESIGN
(HFI Certified) Human Factor International.

(VINOD KUMAR)