

Rajeev Ranjan Kumar

UI/UX DESIGNER

📍 Bangalore

✉ rr_kumar@aol.com

☎ 9999444343

🌐 rrkumar.com

🌐 [/rr-kumar](https://www.linkedin.com/in/rr-kumar)

Headlines

With 9 years of digital experience with extensive core knowledge of mobile & cross-platform technologies including B2B and B2C products, as well as SaaS solutions. Focus on the interaction that users have with their products to make them useful, enjoyable, and accessible.

My skills are focused on pixel perfect visual design, iterative interaction design, conclusive user research, and modern motion design in order to solve user's needs and goals, followed by UX design best practices. My intent is to analyse and synthesise finding the complex problems for the user and give the right solution. Involving all design process from ideation to Wireframe, Mockup Design, Rapid Prototyping, Usability Testing, Assets extraction.

I had to work with various designers, product managers and other peers for a lean design approach. Aside recognised by Sketch Bangalore Ambassador, Google certified UX designer, Mentor in imagine XP design studio. ✨ See all of my projects on my portfolio: rrkumar.com

Experience

Tabsquare | Delivery Hero — UX Designer

📅 Nov 2021 - Present

F&B industry Solution

- Crafting a sleek and modern design to increase both higher ABV (Average Basket Value) and Conversion rates.
- Streamlining the user experience for quicker orders by minimising clicks and reducing order processing time.
- Enhance the CES score, elevating it from 4.17 to 4.8, reflecting a substantial improvement in overall customer satisfaction.
- Improve the consistency of UI components for better scalability, visual appeal and motivation.

iCT Group India Pvt. Ltd. — Sr. UX Designer

📅 Feb 2020 - Nov 2021

Construction

- Served as a key member of the "centralised creative team" at iCT, overseeing the entire design process for all iCT group projects.
- Played a pivotal role in the end-to-end design lifecycle, from concept to execution, ensuring a comprehensive and cohesive design approach.
- Led the creation of products by engaging in rigorous UX research, testing, and analysis.

Neetable Technologies Pvt. Ltd. — Product Designer

📅 Feb 2019 - Feb 2020

IT Services & Consulting

- Designing cutting-edge UI/UX for cross-platform applications with a focus on delivering the coolest user experiences.
- Implementing iterative design methodologies across projects for continuous improvement and innovation to enhance design efficiency and effectiveness.

Activ Doctors Online Pvt. Ltd. — UI/UX Designer

📅 Oct 2017 - Jan 2019

Health Care

- Contributed to Activ Doctors Online and Activ4pets, emphasizing crafting and building optimal user experiences.
- Conducted research and redesign efforts, resulting in a notable 33% improvement in sign-ups and increased sales.
- The ADO platform now boasts over 50,000 members worldwide, attesting to the success of the implemented design enhancements.



Experience

Effone Solution Pvt. Ltd. — UI/UX Designer

Jan 2016 - Jul 2017

IT Services & Consulting

- Spearheaded research, prototyping, and usability efforts for diverse potential clients globally.
- Implemented a human-centered design approach throughout the process.
- Led the creation of mockup designs to cater to the unique needs of each client.

OPO Solution Pvt. Ltd. — UI Designer

Jul 2014 - Nov 2015

Fintech

- Initiated and contributed to experimental projects involving web communication systems and mass database management.
- Significantly reduced the time taken to solve consumer queries.
- It resulted in a notable 12% growth in business within the market.

Skills & Tools

Skills

User Interface Design User Experience Design User Research
Design Principles Wireframes Rapid Prototyping Design System
Micro Interaction Mockup Design Information Architecture
Agile Methodologies Usability Testing Motion Design

Tools

UI related

Figma Sketch Adobe XD Axure RP

Research related

Miro Figjam Balsamiq

Prototyping related

Invision Zeplin Marvel Framer

Education

Bachelor Of Science — Magadh University

Jun 2010 - Jun 2014

Intermediate — B.S.E.B

Mar 2008 - Apr 2010

Achievements

Sketch Bohemian — Sketch Ambassador, South India

ImagineXP — ImagineXP Mentor

Google — Foundation of UX Design Certificate