Rajeev Ranjan Kumar

LEAD PRODUCT DESIGNER

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Headlines

Experienced product designer with 10 years of proven expertise in building innovative digital experience in B2B, B2C and SaaS products. Ability to explain complex concepts in a way that is easily understandable with their products to make them useful, enjoyable, and accessible.

Skilled in analyse the complex problems for the user and give the right solution. My process excel and encompasses every stage of design, from ideation to pixel perfect UI design, utilising design thinking methodologies. My intent is to drive business growth and enhance customer experience through impactful design.

I've led design solutions for diverse industries, including food delivery, fintech, e-commerce, healthcare, and mobility. Thrived in cross –functional product development team, collaborating with PM, Engineers, CX, Business and Stakeholder. ✦ See all of my portfolio: 🔗 rrkumar.com

Experience

IG Group — Lead Product Designer
📅 Feb 2024 - Present

`Fintech`

- Define and shape the vision for conversational interfaces actively inspired by data driven decisions which seek consumer insights, analyse competitors, measure interaction tracking and conduct data research.
- Our design execution aligns with a customer-centric approach and business goals, guided by key metrics: acquisition, conversion, and retention.
- Under strong leadership, we focused on our customers and closure to the commercial performance. As a result, we exceeding our revenue target by 7% and increasing active clients and first-time trades, with the design team more accountable and drive a high performance.

Tabsquare | Delivery Hero — UX Designer
📅 Nov 2021 - Dec 2023

`eCommerce`

- 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. (C) — Sr. UX Designer
📅 Feb 2020 - Nov 2021

`Real Estate`

- 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.

Experience

Activ Doctors Online Pvt. Ltd.(C) — 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.

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-centred Design · Product Design · Design Principles · UX Research · Wireframes · Rapid Prototyping · Information Architecture · Task Flow · Site Mapping · Mockup Design · Interaction Design · Design System · Micro Interaction · Complex Analysis · System Thinking · Problem Solving · Design Thinking · Usability Testing · A/B Testing · Design Guidelines · UX Principles · Collaborative · Agile Methodologies · Leadership · Industrial Design

Tools & Tech

UI related	Figma · Sketch · Adobe XD · Axure RP · Adobe Suite · Airtable
Research related	Miro · Figjam · Balsamiq · Excel · Data Dog
Prototyping related	Invision · Zeplin · Marvel · Framer · Maze
Core technology	Material GUI · HI GUI · HTML · CSS · JS · React · Wordpress

Education

Bachelor Of Science — Magadh University
Jun 2010 - Jun 2014

Intermediate — B.S.E.B
Mar 2008 - Apr 2010

Certifications

IxDF — Certified UX Designer

Google — Foundation of UX Design Certificate

Linkedin — Design Thinking

Achievements

Sketch Bohemian — Sketch Ambassador, South India

ImagineXP — ImagineXP Mentor

Neetable — Creative Star Award