

# Mohan Kumar P

## Product Designer

Experienced and innovative B2B Product Designer with over 8 years of expertise in creating compelling, user centered design solutions for diverse industries such as Fintech, EHR, CRM, HRMS . Proficient in translating complex business requirements into intuitive and visually appealing designs, driving user satisfaction and engagement.

### WORK EXPERIENCE

#### Product Designer (Contract)

January 2023 – October 2023

Converj Global Pvt. Ltd., Bengaluru, IN

- Orchestrated the creation of visually captivating and cohesive user interfaces, harmonizing brand aesthetics with product objectives; drove a 25% boost in user satisfaction.
- Conceptualized and executed an MVP for an innovative invoice discounting platform, streamlining lending processes for banks and achieving a 40% reduction in loan approval time.
- Conceptualization and execution of an invoice approval mobile app, enhancing process efficiency by 35% and enabling on-the-go invoice management, resulting in substantial time and cost savings for the company.
- Optimized cross-functional collaboration by facilitating regular communication channels, resulting in a 50% decrease in misaligned priorities.

#### Senior UX Designer

August 2019 – December 2022

Zerp Labs India Pvt. Ltd., Coimbatore, IN

- Streamlined collaboration efforts with the design team, facilitating the successful delivery of the desired output.
- Collaborated with Lead Engineer to develop a cohesive style guide to standardize design patterns for Android and web apps.
- Implemented a comprehensive design system and facilitated effective communication of design guidelines, patterns and assets, leading to a 35% reduction in development rework and a 10% increase in design consistency across the organization.
- Revamped website design, optimizing the customer journey through a seamless navigation module; increased visitor engagement by 40% and reduced bounce rate by 25% based on Google Analytics insights.
- Delivered impactful stakeholder presentation of UX design concepts, highlighting user-centered design principles; achieved unanimous approval, leading to a 20% reduction in user support inquiries.

#### UX Designer

December 2017 – July 2019

UX India Studios, Coimbatore, IN

- Collaborated closely with Business Analysts to gather and assess user requirements for software development projects, resulting in a 20% decrease in development iterations and ensuring on-time project delivery.

### CONTACT

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### SKILLS

#### Design Skills:

- Product Design
- User Centered Design
- User Interface Design
- User Experience Design
- Prototyping
- Visual Design
- Web Design
- Responsive Design

#### Research & Testing:

- User Flows
- Information Architecture
- Heuristic Evaluation
- User Journey Mapping
- Persona Creation
- Affinity Mapping
- A/B Testing
- Usability Testing
- StoryBoard

#### Design Tools

- Adobe XD
- Figma
- Adobe Illustrator
- Adobe Photoshop
- Adobe Indesign
- Adobe After Effects

### Education

#### Arena Animation

Digital Design 2012 -2015

#### Media Arts & Science College

Dip. In Mass Com. 2011 -2012

### Portfolio

[https://drive.google.com/drive/folders/1kEJ7kbGpiRfYWUI8R2saCB7M77PeW2hR?usp=drive\\_link](https://drive.google.com/drive/folders/1kEJ7kbGpiRfYWUI8R2saCB7M77PeW2hR?usp=drive_link)

- Led the design of a gamified HRMS Mobile application, resulting in a 30% increase in employee adoption and a 20% decrease in HR-related inquiries, saving 15 hours per week.
- Implemented a user-centered design approach to create a patient portal with an intuitive user interface, aligning with WCAG 3.0 guidelines; improved accessibility and usability, resulting in a 30% decrease in user errors and a 20% increase in user adoption.
- Spearheaded the coordination of front-end development efforts, facilitating clear communication and enforcing design guidelines, patterns, libraries, and assets; elevated user satisfaction by 25% and reduced bug reports by 50% within six months.

## **Digital Designer**

**December 2017 – July 2019**

Bosino International Pvt., Ltd., Tirupur, IN

- Developed and proposed the design proposals to the managers, leveraging market research and consumer insights, resulting in a 25% growth in customer acquisition and a 20% boost in brand recognition.
- Revitalized social media marketing collateral through innovative design and compelling content, leading to a 30% increase in brand awareness and a 15% growth in customer engagement.