

Harsh Kumar

Product Designer

+91 82872 77793

@kumarharsh4002@gmail.com

Portfolio

LinkedIn

Delhi, India

Professional Summary

Aspiring product designer with a Bachelor's of Computer Application and Google UX Design Certification. Looking to leverage a strong empathetic design approach and innovative problem-solving skills to a blossoming product team with around **2 years of UX and 4 years of graphic design experience**.

EXPERIENCE

Visual Designer

MANEESHA RUIA

11/2022 – 01/2024 New Delhi, India

- Partnered closely with the product lead to develop and implement a full-scale web design experience; **increased user engagement by 25%** and streamlined design processes, **cutting design time by 30%**.
- Developed and presented **more than 20 high-fidelity UI prototypes**, meeting strict project timelines and expediting the **product development process by 35%**.
- Implemented user-centered design principles to develop interactive web and app interfaces, **leading to a 15% decrease in bounce rate and a 25% increase in time spent on site**.
- Collaborated in cross-functional teams to optimize user experience for a key product line, **which led to a 30% increase in user retention**.

Graphic Designer

PAGC Foundation

04/2022 – 10/2022 New Delhi, India

- Designed a brand identity that included logo and social media assets that **boosted brand recognition by 48%**.
- Composed creative designs for print and digital marketing campaigns that **enhanced brand awareness by 67%**.
- Revamped captivating social media content that garnered a 50% increase in likes, shares, and comments, driving significant engagement with the cause.
- Raised \$84k** with the help of marketing campaigns at the time of Covid-19.

UX / Graphic Designer

Freelance

04/2022 – Present Remote

- Collaborated with product teams to produce user-centered designs, resulting in a **20% increase in website and mobile app user satisfaction**.
- Designed visually captivating marketing materials, **increasing social media engagement by 30%**.
- Conceptualized and executed a comprehensive brand refresh initiative that resulted in a **30% increase in customer engagement** metrics, driving brand awareness and loyalty.
- Proposed comprehensive set of animations that **improved user engagement and satisfaction by 52%**.

SKILLS

Design: Interaction Design, Mixed Reality (AR/VR), Storyboarding, Product design, User Flows, Wireframing, Rapid Prototyping, Data Visualization, Visual Designer, Design thinking, A/B Testing.

Research: Surveys, User Interviews, Competitive Analysis, Usability Testing, Affinity Mapping, User Journeys Design thinking.

Tools and Languages: Figma, Slack, Miro, Adobe Creative Suite, HTML5, (S)CSS, JavaScript, Java, JIRA.

Soft Skills: Problem solving, Empathy for users, Team coordination, Effective communication, Logical reasoning, Practicality.

PROJECTS

Instagram Search Control Feature

- Provide opportunity to Instagram users to have more control on the search result.
- Resulted in **24% increment in user experience** in specific content search.

Hackathon platform - Hackwave

- Comprehensive platform to conduct and manage all the hackathons across nation.
- Reduced 54% of effort** in searching for the hackathons.

Ecommerce skincare brand - LuxeLuminia

- Enhanced the user experience of the consumers to best fit the needs and requirements of finding the appropriate product for their specific issue.
- Minimized the pain by 38%** of finding the appropriate skin care product on the platform.

EDUCATION

Bachelors in Computer Application

Guru Gobind Singh University

9.4 GPA

CERTIFICATION

UX Design Professional Certificate

Google

10/2023 – 02/2024