

# Harsh Kumar | Product Designer

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## WORK EXPERIENCE

### MANEESHA RUIA

Delhi, India

Visual Designer

Nov 2022 - Jan 2024

- 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.

### PAGC FOUNDATION

Delhi, India

Graphic Design Intern

Apr 2022 - Oct 2022

- 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.

### FREELANCE

Remote

UX / Graphic Designer

May 2022 - Present

- 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

**Hard Skills:** Interaction Design, Storyboarding, Product Design, User Flows, Wireframing, Rapid Prototyping, Data Visualization, Visual Designer, Design thinking, A/B Testing, Surveys, User Interviews, Competitive Analysis, Usability Testing, Affinity Mapping, User Journeys

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

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

## EDUCATION

Guru Gobind Singh University

Delhi, India

Bachelor's in Computer Application | **9.2 GPA**

## CERTIFICATION

Professional UX Design Certification by **Google**

