

# Harsh Kumar | Product Designer

New Delhi, India | [kumarharsh4002@gmail.com](mailto:kumarharsh4002@gmail.com) | [Portfolio](#) | [LinkedIn](#)

## WORK EXPERIENCE

### MANEESHA RUIA

Delhi, India

Visual Designer

Nov 2022 – Jan 2024

- Implemented user-centered design, wireframing, and prototyping to enhance user satisfaction scores by 25%, contributing to a 40% rise in customer retention and a 20% drop in support tickets.
- Optimized prototyping workflow by implementing new design tools and processes, resulting in a 30% increase in prototyping efficiency.
- Delivered 20+ high-fidelity UI prototypes within strict project timelines, accelerating product development by 35%.
- Conducted 12+ stakeholder interviews to gather requirements for a new website redesign, resulting in a 30% increase in user engagement metrics.
- 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 with marketing and development teams to launch new features that improved customer retention by 30%, resulting in a 10% increase in revenue.

### PAGC FOUNDATION

Delhi, India

Graphic Designer Intern

Apr 2022 – Oct 2022

- Designed a brand identity system that included logo and social media assets that increased brand recognition by 48%.
- Developed creative designs for print and digital marketing campaigns that increased brand awareness by 67%.
- Developed captivating social media content that garnered a 50% increase in likes, shares, and comments, driving significant engagement with the cause.

### FREELANCER

Remote, Global

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.
- Developed a comprehensive set of animations that improved user engagement and satisfaction by 52%.
- Utilized affinity diagrams to streamline decision-making processes and prioritize design enhancements for client products, leading to a 20% improvement in overall user satisfaction ratings.

## EDUCATION

### Guru Gobind Singh University

Delhi, India

Bachelors in Computer Application

Graduation Date: Jul 2024

## 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, HTML/(S)CSS, JavaScript, Java, JIRA.