

Harsh Kumar

Product Designer

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Portfolio

LinkedIn

Delhi, India

EXPERIENCE

Visual Designer

MANEESHA RUIA

11/2022 – 01/2024 New Delhi, India

- Worked with the product lead to design and implement a comprehensive web design experience and design system from scratch.
- Delivered **20+ high-fidelity UI prototypes** within strict project timelines, accelerating product development 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 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.
- **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.
- Developed a 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: Critical thinking, Time management, Empathy for users, Adaptability, Teamwork, Effective communication

EDUCATION

Bachelors in Computer Application

Guru Gobind Singh University

9.4 GPA

CERTIFICATION

UX Design Professional Certificate

Google

10/2023 – 02/2024