

# Kanna Ajay Kumar

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Portfolio: <https://kannaajaykumar.com/portfolio>

## Summary

Passionate UX Designer with a Mechatronics Engineering background, specializing in user-centered design. Skilled in UX research, wireframing, prototyping, usability testing, and UI development. Experienced with low-code platforms (Outsystems, Pega) for rapid prototyping and enterprise applications. Focused on creating intuitive, accessible, and engaging user experiences that drive business outcomes.

## Experience

### Brillio

Jun 2025 – Nov 2025

#### UI/UX Consultant

- Redesigned Verizon's in-store iPad ordering app with AI integration to streamline workflows & enhance UX.
- Led user research and created AI-driven prototypes aligned with Verizon's design system.
- Improved ordering journey speed and usability, boosting user satisfaction.

### Tata Consultancy Services

Nov 2020 – Jun 2025

#### UI/UX Designer

- Migrated legacy apps to Pega Constellation for CBA, improving usability by 30%.
- Delivered end-to-end UI/UX design for Avery Dennison's recycling website, increasing engagement by 20%.
- Designed POC for AI governance tool in Pega, reducing errors by 15% and ensuring EU AI Act compliance.
- Conducted competitive analysis and usability testing across enterprise platforms.
- Explored GenAI, VR, and Metaverse integration into UX strategies.

## Projects

### Flexellence

Jan 2025 – Sep 2025

#### Product Designer for Health App Redesign

- Designed mobile app for health tracking and habit monitoring using user research, wireframing, design and testing.
- Tools: Figma, Maze, ChatGPT

## Skills

**Design Tools:** Figma, Adobe Creative Cloud Suite, Outsystems UX, Pega UX, Inkscape

**User Research & Testing:** Surveys, Interviews, Persona Creation, Competitive Analysis, Usability Testing, Heuristic Evaluation

**Prototyping & Wireframing:** Interactive Flows, Rapid Prototyping, Design Systems, Accessibility (WCAG)

**Interaction & Information Design:** Design Systems, Journey Mapping, Task Flows, Card Sorting, Empathy Mapping

**Development & Collaboration:** HTML/CSS, Python, Agile UX, Vibe Coding

## Education

### Bachelors in Mechatronics

2016 – 2020

#### SASTRA University, Thanjavur

- CGPA: 7.7, Focused on Virtual Reality by Meta, App Design, Animation Techniques, and Workshops

## Others

**Certifications:** Understanding and Implementing Design Thinking (Dec, 2024), Figma UI UX Essentials by Udemy (Oct, 2023)

**Extra-curriculars:** Attendee at Config'25 Hyderabad (May, 2025), Participated in Designathon at J Hub (Apr, 2025)