Kanna Ajay Kumar

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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 – Present*
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)*