Avinash Kaur

Senior Product Designer

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SUMMARY

London-based Product Designer with over 7 years of experience crafting engaging, scalable interfaces that drive business growth and user satisfaction. With a background in front-end development and deep knowledge of the end-to-end product development lifecycle, I deliver solutions that seamlessly merge functionality with aesthetics.

EDUCATION

Bachelor's Degree Computer Science & Engineering

2008-2012

Guru Gobind Singh Indraprastha University, Delhi, India

WORK EXPERIENCE

Senior Product Designer (Founding Designer)

CubixCraft Ltd, London, UK   Oct 2023 - Present

- **Established UX team** from ground up, implementing agile UX processes.
- **Leading product design** and strategy, and **mentoring junior designers** to achieve business goals.
- **Leading development of multi-brand design system**, ensuring responsive cross-platform adaptation.

UX Designer II

Elsevier, London, UK   July 2019 - Aug 2023

- **Led complete redesign of mendeley.com**, crafting landing pages that boosted user engagement scores by nearly 38%.
- **Enhanced Mendeley Reference Manager**'s duplication management experience resulting in **25% increase in user satisfaction.**
- **Led the transition from Sketch/Abstract to Figma,** streamlining workflows & enhancing cross-team collaboration, increasing productivity by nearly 40%.
- **Strengthened Mendeley's design system** by adding new components and creating interactive prototypes, aiding strategic decision-making.

UX/UI Designer

Springer Nature, London, UK   Apr 2018 - May 2019

- Enhanced Macmillan Education's digital learning tools by designing a **responsive ecosystem** and creating **interactive prototypes** for devices ranging from low-end projectors to high-resolution whiteboards.
- **Led WCAG 2.1 AA** compliance initiatives, enhancing design accessibility.

Digital Designer

Activate Media, London, UK   Jul 2017 - Mar 2018

- **Designed isoshealth practitioner experience;** in collaboration with UX lead and stakeholders
- Facilitated team onboarding and ensured design consistency by designing and developing a **dynamic pattern library** to assist teams.
- **Redesigned the BuddyHub WordPress site,** enhancing aesthetics and increasing user interaction by 15%.

UX & UI Design

- Interactive Prototyping
- Responsive Web Design
- Wireframing
- Visual Design
- Usability Testing
- User Research
- UX Journeys
- Accessibility

Design Systems

- UI Library
- Multi-Brand Design Systems
- Strategy & Governance

Leadership & Interpersonal Skills

- Product Strategy
- Effective Communication
- Cross-Functional Collaboration
- Team Mentorship

Development & Coding

- HTML
- CSS3 & SCSS
- JavaScript
- ReactJS
- Git

UI Consultant

Thoughtworks, Gurgaon, India   Jun 2014 - Mar 2017

- **Fly Delta Airlines:**
  - **Streamlined mobile web development** by taking a lead role in refactoring to create a product-agnostic codebase.
  - **Enhanced cross-brand design consistency** by establishing a strategy and governance for a white-label design system, aiding the redesign of Virgin Atlantic.
  - **Ensured seamless multi-platform design implementation** by leading designs across iOS, Android, and Mobile Web, collaborating with developers and QAs.
- **Field Guide by McKinsey:**
  - **Improved data visualisation** by leading UI visual enhancements and developing user-friendly visualisations for large datasets.

Frond-End Developer

VinSol, Delhi, India   Oct 2012 - Jun 2014

- **Enhanced user experience at Pocketstock** by developing a responsive frontend, ensuring seamless compatibility across various screen sizes