

# Sachin Kumar

Senior Consultant - User Experience

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## Work Experience

### Senior UX Consultant - Deloitte (April 2023-Present)

- Leading a team of UX designers to deliver a suite of B2B & B2C products in 401K & retirement planning space
- Strategized, researched and designed a GenAI powered, content authoring tool for a Biopharma market leader brand in US

### UX Consultant - Deloitte (April 2021-May 2023)

- Led a team of designers to create a product for plan sponsors, financial advisors, and TPAs in 401K & retirement planning space
- Led UX efforts for a B2C retirement planning product in DCIO space for the largest provider of ETFs, TDFs and other funds in US, achieving business goals and delivering outstanding results

### UX Designer - Loyalty Prime (May 2018-March 2021)

- Analysis & iteration of a SaaS product in loyalty domain
- Design of loyalty member portals for sales pitching
- Graphic, branding & print design for marketing assets

### UX Designer - Brainpundits Tech (Jul 2017-May 2018)

- Designed 3 end-to-end digital products(2 B2B and 1 B2C).
- Graphics & print design assets for sales & marketing.

### Web & Graphic Designer - Freelancer (May 2016-Jun 2017)

- Branding and marketing assets
- Website design & development for start-ups across various domains

### Accessories Designer (Apr 2014-Apr 2016)

## Certifications

- Information Visualization - Interaction Design Foundation
- Human Computer Interaction - Interaction Design Foundation
- Mobile User Experience Design - Interaction Design Foundation
- Psychology of Interaction Design - Interaction Design Foundation
- Responsive Web Design - Freecodecamp.com

## Education

- Pursuing-Masters in Psychology - IGNOU, 2022 - 2024
- Accessories Design - B.Sc (Leather Goods & Accessories Design) - 2014 , Footwear Design & Development Institute
- PCM with Computer Science - Senior High School (AISSCE, CBSE)- 2011, Sainik School Gopalganj

## Skills

### Design

User Research  
Affinity Diagrams  
Thematic Analysis  
User Personas  
User Scenarios  
User Mapping  
POV statement  
Ideation  
Wireframing  
Prototyping  
Visual design  
High-fidelity Mock-ups  
Interaction design

### Tools

Figma  
Sketch  
Miro  
Notion  
Adobe AI  
Photoshop

### Programming Knowledge

HTML  
CSS