Raj Kumar

UX | Product Designer

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Education

Diploma in UI UX Design | TGC Animation and Multimedia
July 2023 - Present

Bachelor of Arts | Delhi University
October 2020 - September 2023

Projects

Netflix
November 2023 - December 2023

- Performed user interviews to identify user behavior, needs, and problems to address declines in user engagement and business.
- Crafted two new features, Category Preference Setup and Feeling Nostalgic Row, and enhanced existing features such as Filters on Search Results and My List Section to improve content discovery for Netflix users.
- In usability testing sessions, **80% of users successfully completed the task and provided positive feedback** on the new features and improvements in the product.

COVID-Safe Office Management
September 2023 - October 2023

- Integrated WorkSafe manager feature into existing CRM portal for employees office visit bookings and allowing management to track office attendance based on requirements and employees health status.
- Proposed a **new office layout for over 1200 employees** to improve management efficiency.

Money Tracker
July 2023 - August 2023

- Conducted desk research and a survey to gain valuable insights into user needs and behavior.
- Designed key features, including budget management, goal setting, and financial insights to help users manage their expenses.
- Achieved a **95% positive feedback rate** during testing, with users indicating they would recommend the app to friends.

Skills

Design
Design Thinking, Interaction Design, Storyboarding, User Flows, Wireframing, Prototyping, Human Computer Interaction, Accessibility, Design Systems, Responsive Design, Information Architecture, Design Documentation, UX Writing

Research
UX Research, Surveys, User Interviews, Competitive Analysis, Usability Testing, Affinity Mapping, Heuristic Evaluation, Focus Groups, A/B Testing, Gorilla Testing, Card Sorting, UX Audit

Tools & Languages
Figma, Adobe Photoshop, HTML5, CSS3, Adobe XD, JavaScript

Certifications

User Experience Research and Design | University of Michigan

Introduction to Augmented Reality and AR Core | Google AR & VR

Introduction to User Experience Design | Georgia Institute of Technology

Innovation Through Design | University of Sydney