

Pawan Kumar

UX/UI – Product Designer | Gurugram, Haryana, India

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Summary

User Experience Designer with over 9 years of expertise in creating scalable, user-centered digital products. Skilled in UX research, wireframing, prototyping, design systems, and conversion rate optimization to enhance customer engagement. Demonstrated ability to lead design teams and align stakeholders.

Skills & Tools

Core Skills: UX Design, UI Design, Web & Mobile App, Information Architecture, Wireframing, User Persona, Prototyping, User Research, Brand Style Guide, Design Systems, Interaction Design, A/B Testing

Tools: Figma, Sketch, Adobe XD, Canvas, Kanban, Miro, Jira, Notion, Adobe Creative Cloud

Languages: HTML, CSS, JS, Bootstrap5, Visual Studio

Work Experience

Sr.Product Designer | Renewbuy (2024– Present)

- Transformed the design, optimizing UX /UI processes for an RB Sathi App Revamp Renewbuy.
- Boosted revenue potential by ₹15M through UI and UX enhancements.
- Redesigned LMS dashboard, enhancing user flow and reducing sales costs by 8 to 10 Lac through streamlined design processes.

Tools & skills: Figma and Adobe XD to deliver wireframes, interactive prototypes, and cohesive visual design across the platform. Focusing on user-centric workflows, scalable design systems, and a style guide.

Sr. UX Designer | Lepton Software Export & Research (Pvt) Ltd – March 2022 – Feb 2024

- Led a 6-member design/ HTML team, designed B2B products for IOCL, Croma, and Airtel, ensuring seamless design-functionality alignment using Agile methodologies
- Revamped Lepton's website and dashboard, strengthening brand identity, increasing user engagement by 8%, and reducing bounce rate by 15%.
- Analyzed user behavior through direct engagement, leading to a targeted redesign that improved task completion time by 30%.

Tools & skills: UI/UX Designer at Lepton, crafting B2B dashboard experiences with user-centric workflows, style guide, brand guidelines, and visual consistency of the products.

Delivered wireframes, prototypes, design, and style guides using Figma and Adobe XD to support enterprise-grade interfaces.

UX/UI & Front-End Designer, Crystal Travel Pvt. Ltd. (UK) – Oct 2020 – Aug 2021

- Led interaction design and rapid prototyping, reducing design-to-development handoff time by 7%, and ensuring faster product iterations.
- Executed high-fidelity wireframing, prototyping, and user testing, improving task completion rates by 3% through validated design improvements.
- Restructured front-end with HTML, CSS, and Bootstrap, enhancing mobile responsiveness and improving load time by 25%, leading to a better user experience

UX/UI & Front-End Designer | Brightsun Travel Pvt. Ltd. (UK) – March 2016 – Oct 2020

- Conducted heuristic evaluations and user flow analysis to identify and resolve UX issues, improving ticket booking flow efficiency by 3%.—Brightsun Travel.
- Collaborated with developers and stakeholders to design websites, emailers, and dashboards, optimizing workflows and ensuring a seamless cross-platform experience.
- Reconstructed the Traveasy app onboarding flow, elevating the completion rate by 3%, improving user adoption, and reducing drop-offs.

Education

- Bachelor's Degree Computer Application (BCA) – NIMS Institute of Management Solutions, Sept 2013.

- Diploma in Web & Graphic – May 2009
- UX Design Certification – ImaginXP – Oct 2017
- PGP Product Management – Accredian
- Figma to Lottie Certification – LottieFiles 2025

Projects & Achievements

- Designed an MVP travel tool that increased leads and improved conversion Rate
- Led the UX design for B2C, B2B, Travel, and fintech SaaS products.
- Improved in-web & mobile app user experience.