PIYUSH KUMAR

PRODUCT DESIGNER | WEBFLOW DEVELOPER

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SUMMARY

Creative Product Designer with 1.5 years of experience delivering intuitive digital experiences and striking visual identities. Skilled in user research, wireframing, prototyping, and graphic design, I excel at transforming complex ideas into engaging, user-centric solutions.

EDUCATION

Sant Longowal Institute of Eng. and Tech., BE in Electrical Engineering   Oct 2020 - Jun 2024

TECHNICAL SKILLS

UI/UX Designing	Brand Management	UX Research
Graphic Designing	Social Media Management	Webflow Development

PROFESSIONAL EXPERIENCE

Product Designer & Brand Manager, AITOXR, Mohali   Aug 2024 - Present

- Led the end-to-end design and delivery of products like Turflo, UrCompanion, and multiple websites, ensuring standout user experience and market differentiation.
- Collaborated directly with clients to align product vision with market demands and ensured timely project execution and successful delivery.
- Managed brand strategy and visual identity across projects, combining marketing insights with cohesive brand design to enhance product recognition, user trust, and market positioning.

Graphic & UI/UX Designer, BDA Technologies Pvt. Ltd., New Delhi   Feb 2024 - July 2024

- Developed and launched over 10 brand identities, overseeing logo design, brand management, and strategic social media initiatives to enhance market presence.
- Designed intuitive user interfaces for multiple marketing websites, utilizing comprehensive UX research to drive user engagement and business growth.
- Managed and optimized social media promotion for various brands, leveraging analytics to maximize visibility and audience interaction.

OTHER EXPERIENCE

Product Consultant, Pulsefit

- Spearheaded product design and user experience for PulseFit, transforming core ideas into an intuitive fitness platform through wireframing, prototyping, and user-centric design processes.
- Collaborated cross-functionally with stakeholders to brainstorm, refine features, and align design decisions with market trends and user expectations, ensuring a high-quality and impactful final product.

OTHER EXPERIENCE

UI/UX Design, Kinematics Classes

- Designed and optimized the website for an educational institute to drive targeted marketing efforts.
- Achieved a top search engine ranking within one month, significantly boosting visibility and audience reach.

UI/UX Design, Loan Management System

- Developed a comprehensive management dashboard for a loan provider, centralizing client data for streamlined access and control.
- Implemented end-to-end loan processing features to efficiently track and manage customer, client, and employee information.
- Designed tailored interfaces for employees, administrators, and customer service teams across multiple company platforms.

Graphic Designer, Election Campaign

- Managed social media campaign posts for Lok Sabha elections for political leader Hanuman Beniwal (RLP, Rajasthan), enhancing his online presence and contributing to electoral success.
- Developed and executed a comprehensive social media strategy, utilizing creative graphics and videos to effectively communicate his political message and achievements.

PROJECTS

UI/UX Design, LocalNeeds

- Designed multi-faceted applications for customers, service providers, customer service teams, and administrators, incorporating researched user flows, wireframes, prototypes, and intuitive UI designs.
- Developed the brand identity and logo, enhancing market presence and positioning the company competitively within its industry.

POSITION OF RESPONSIBILITY

Placement Reprensentative, SLIET Longowal

- Developed and implemented strategic initiatives to enhance social media presence, resulting in increased reach and engagement.
- Designed a range of digital assets—including posts, logos, brand brochures, and websites—to ensure consistent brand messaging and identity.

Event Management, DISHA-SLIET

- Conceptualized and organized "DISHA," an edtech talk show launched by the TnP cell, demonstrating leadership and full-cycle event management.
- Established a high-value brand image and strong representation for the event.
- Executed targeted marketing campaigns across multiple colleges, attracting over 2000+ students and marking the largest market campaign in the college.

Social Worker, Astitva Foundation

- Served as a social worker, providing essential facilities and support to underprivileged communities.
- Developed and established the NGO's brand identity, earning multiple awards and market recognitions.