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Top Skills

Design Research
Problem Solving
Stakeholder Management

Languages

Japanese (Limited Working)
Hindi (Native or Bilingual)
English (Full Professional)

Rahul Kumar

I break and make stuff for the web.
Gurugram, Haryana, India

Summary

Hold onto your mouse pads and tighten your styluses, because here comes the wizard of UX design who has journeyed through service-based companies, consulting firms, product companies, and design studios for a whole decade! They say experience is the teacher of all things, and in this case, it has cooked up a design ace with a spicy mix of creativity, methodology, and data-driven decision-making. I don't just design, I'm a grandmaster chess player planning every pixel's move in advance.

Every single scroll, click, or tap in the digital realms I create is carefully choreographed to draw users in, with my perfectly crafted process as my baton. But my craftsmanship doesn't just end with design. I also unravel the knots of methodologies and processes, optimizing them like a pro pastry chef whipping up a soufflé that never falls.

With data as my trusted compass, I navigate the tumultuous seas of user experience, making decisions that would make Sherlock Holmes give a nod of approval. The result? Habit-forming products that are stickier than a marshmallow dropped on a summer sidewalk.

And just when you think this maven of UX can't get any more fascinating, my eclectic interests unfold. I flip through books like an insatiable bibliophile, absorbing knowledge and stirring up inspirations. My curiosity for technology and AI mirrors that of a kid in a candy store, ever intrigued by the novelties in the aisle of innovation.

As a natural-born storyteller, I weave narratives into my designs, turning each user journey into a compelling tale of clicks and scrolls.

So, if you're tired of designs that feel as appealing as reheated leftovers, look no further. This UX dynamo is ready to serve up a feast of user-friendly products that'll have your digital audience

asking for seconds, thirds, and tenths. I'm not just a UX designer, I'm a UX Maestro conducting a symphony of intuitive design. Get ready to be hooked, folks!

Experience

Dialpad

Senior Product Designer

October 2023 - Present (2 years)

1. Leading product design across 30+ third-party integrations from ticketing, CRM, healthcare and more in Dialpad's voice and contact centre platform.
2. Partnering with PMs and engineers to improve adoption, retention, and usability of integration workflows.
3. Built and maintained the Integration design system.

Airtel

User Experience Lead

August 2021 - October 2023 (2 years 3 months)

Gurugram, Haryana, India

1. Pioneered the design and implementation of Airtel Thanks for Business, a payment portal for B2B customers, demonstrating a keen understanding of business needs and user requirements.
2. Orchestrated the development of Airtel Work, a workforce management solution that maximized performance levels and competency, contributing significantly to Airtel's recognition with India's No.1 B2B Org Award.
3. Drove the rollout of Airtel IQ, the world's first network-integrated CPaaS ecosystem, showcasing aptitude for innovative and cutting-edge design approaches.
4. Instituted and standardized design processes across teams, improving efficiency, reducing redundancy, and ensuring a unified approach towards product design.
5. Conducted extensive UX research to continually understand and empathize with users, enabling the design of solutions that truly meet user needs and improve customer engagement.

Verizon

Sr. Experience Designer

March 2020 - July 2021 (1 year 5 months)

Bengaluru, Karnataka, India

1. Led the development of the Universal Cart, creating a seamless multi-channel shopping experience, demonstrating my adeptness in improving customer journeys across platforms.
2. Played a key role in developing the OPTG (One Place To Go), a centralized hub for customer support, showcasing an understanding of user-centric design and problem-solving.
3. Championed the Adaptive Authentication system, integrating it into every verification process at Verizon, showing competence in securing user data and enhancing trust.
4. Performed regular UX research, including usability studies and user interviews, to gain a deep understanding of customer needs and behavior.
5. Collaborated with multidisciplinary teams to incorporate findings from research into product designs, contributing to the creation of highly effective, user-friendly experiences.

OneCulture

Sr. Product Designer

August 2019 - February 2020 (7 months)

Gurugram, Haryana, India

1. Performed rigorous competitive analyses, identifying market trends and opportunities to better position OneCulture CoWorking in the market.
2. Designed a data-driven content development strategy, contributing to the company's overall digital strategy and brand messaging.
3. Coordinated with the UI design team on key design issues like navigation, page routing, and product page design, emphasizing the importance of collaborative work in product development.
4. Implemented regular usability testing on various pages on the website, generating reports and providing actionable insights for improvements.
5. Prepared comprehensive customer analyses based on target demographics and initial transactions, aiding in the refinement of design and marketing strategies.

Grant Thornton India LLP

Strategy & Design Consultant

July 2017 - August 2019 (2 years 2 months)

New Delhi Area, India

1. Offered expert advice to organizations across a myriad of domains, from operations to HR, demonstrating a wide range of knowledge and ability to improve business performance.

2. Provided key input to the National Digital CoE team, contributing to digital transformation initiatives and strategies.
3. Conducted extensive UX research to understand client needs and market trends, using insights to inform consulting advice and strategies.
4. Implemented best practices in design thinking and UX design across client projects, ensuring user-centered approaches were adopted.
5. Collaborated with multidisciplinary teams to bring about successful project outcomes, showcasing strong teamwork and project management skills.

GlobalLogic

Associate Analyst, Usability & Design

June 2014 - June 2017 (3 years 1 month)

Noida Area, India

1. Deeply understood the design process, from empathizing with users to defining pain points, ideating solutions, creating wireframes and prototypes, and iterating on designs.
 2. Effectively communicated design scenarios and end-to-end experiences to stakeholders, demonstrating excellent communication and presentation skills.
 3. Worked closely with the visual design team to incorporate business-specific visual identities into products, enhancing brand consistency and user engagement.
 4. As part of a large design team, successfully contributed to team goals and project outcomes, showcasing strong collaboration and teamwork skills.
 5. Conducted extensive user research and usability tests to understand user behavior, pain points, and requirements, providing key insights to inform design decisions.
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