Rahul Kumar

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SUMMARY

I'm a product designer with over a decade of experience spanning consulting, service companies, product teams, and design studios.

I design evolving products that stand the test of time, scale, and complexity. I achieve this by systems thinking, clear problem definition based on first principles, and data-informed decisions.

I have a proven track record of strengthening design processes, reducing complexity, and enhancing team velocity while maintaining alignment between user values and business outcomes. My work encompasses designing systems, workflow improvements, and leading cross-functional teams through ambiguity.

If you are looking for a designer who can elevate product direction, strengthen systems, and drive outcomes, that is where I excel.

EXPERIENCE

Senior Product Designer

Dialpad   **October 2023 - Present**

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

User Experience Lead

Airtel   **August 2021 - October 2023，Gurugram, Haryana, India**

- 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.
- 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.
- Drove the rollout of Airtel IQ, the world's first network-integrated CPaaS ecosystem, showcasing aptitude for innovative and cutting-edge design approaches.
- Instituted and standardized design processes across teams, improving efficiency, reducing redundancy, and ensuring a unified approach towards product design.
- 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.

Sr. Experience Designer

Verizon   **March 2020 - July 2021，Bengaluru, Karnataka, India**

- Led the development of the Universal Cart, creating a seamless multi-channel shopping experience, demonstrating my adeptness in improving customer journeys across platforms.
- 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.
- Championed the Adaptive Authentication system, integrating it into everyverification process at Verizon, showing competence in securing user data andenhancing trust.

- Performed regular UX research, including usability studies and user interviews, to gain a deep understanding of customer needs and behavior.
- Collaborated with multidisciplinary teams to incorporate findings from research into product designs, contributing to the creation of highly effective, user-friendly experiences.

Sr. Product Designer
OneCulture   **August 2019 - February 2020，Gurugram, Haryana, India**

- Performed rigorous competitive analyses, identifying market trends and opportunities to better position OneCulture CoWorking in the market.
- Designed a data-driven content development strategy, contributing to the company's overall digital strategy and brand messaging.
- 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.
- Implemented regular usability testing on various pages on the website, generating reports and providing actionable insights for improvements.
- Prepared comprehensive customer analyses based on target demographics and initial transactions, aiding in the refinement of design and marketing strategies.

Strategy & Design Consultant
Grant Thornton India LLP   **July 2017 - August 2019，New Delhi Area, India**

- Offered expert advice to organisations across a myriad of domains, from operations to HR, demonstrating a wide range of knowledge and ability to improve business performance.
- Provided key input to the National Digital CoE team, contributing to digital transformation initiatives and strategies.
- Conducted extensive UX research to understand client needs and market trends, using insights to inform consulting advice and strategies.
- Implemented best practices in design thinking and UX design across client projects, ensuring user-centred approaches were adopted.
- Collaborated with multidisciplinary teams to bring about successful project outcomes, showcasing strong teamwork and project management skills.
- Formulated comprehensive digital roadmaps by synthesising client objectives with industry benchmarks, delivering actionable frameworks that supported long-term organisational growth.

Associate Analyst, Usability & Design
GlobalLogic   **June 2014 - June 2017，Noida Area, India**

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

SKILLS

Design Research, Problem Solving, Stakeholder Management, Design Thinking, Usability Testing, Prototyping, Wireframing, Information Architecture, Journey Mapping, Story Telling