

## Vivek Kumar

Senior Product Designer | UI/UX Designer

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## Professional Summary

Senior Product Designer with 10+ years of experience delivering end-to-end UX/UI solutions for SaaS and B2B products. Expertise in UX research, user flows, wireframes, high-fidelity UI, usability testing, and design systems using Figma( auto-layout, prototyping). Strong understanding of user-centered design, interaction design, and information architecture. Proven collaboration with Product Managers and Engineers in Agile environments.

## Core Skills

UI/UX Design: User Flows, Wireframes, High-Fidelity UI, Prototyping

UX Practices: Information Architecture, Usability Testing, UX Strategy, Accessibility

Design Systems: Component Libraries, Scalability, Consistency

Design Tools: Figma, Adobe XD, Photoshop

Product: SaaS, B2B, Agile/Scrum, Stakeholder Collaboration

Frontend (Supportive): HTML5, CSS3, SCSS, Bootstrap, JavaScript, React (Basic)

## Professional Experience

### BJS Home Delivery – Senior UI/UX Designer

Jun 2022 – Present

- Led end-to-end product design from concept to launch for internal and customer-facing platforms
- Simplified complex logistics and delivery workflows, improving usability and task efficiency
- Created user flows, wireframes, and high-fidelity designs in Figma
- Built and maintained a design system to ensure consistency and scalability
- Collaborated closely with Product Managers and Engineers in Agile sprints
- Conducted usability testing and iterated designs based on user feedback

### Self Startup – Freelance UI/UX Designer

Jan 2019 – Jun 2022

- Designed SaaS and B2B products with a strong focus on usability and visual hierarchy
- Translated complex business requirements into intuitive user experiences
- Created reusable UI components and patterns in Figma
- Worked in fast-paced startup environments with cross-functional teams

#### **Paxcel Technologies Pvt. Ltd.** – Senior UI/UX Designer

Jan 2015 – Dec 2018

- Delivered UI/UX solutions for enterprise and SaaS applications
- Designed dashboards, workflows, and responsive user interfaces
- Partnered with developers to ensure design feasibility and quality implementation

#### **IDS Infotech Ltd.** – Senior Web Designer

Nov 2010 – Jan 2015

- Designed user-centric web interfaces for global clients
- Awarded Employee of the Month (2x) for design excellence and performance

#### **Earlier Experience (2008 – 2010)**

Web Designer – Multiple Agencies (ISH Business Solution, Onyx Info Solution, Anautix Studio)

- Designed website and mobile application user interfaces
- Developed responsive UI using HTML and CSS
- Collaborated directly with clients and internal teams on design requirements

#### **Education & Certifications**

BCA — Karnataka State Open University

Diploma in Web Design & Development — Hubnet Pvt. Ltd.

Introduction to UX Design — IBM SkillsBuild

Enterprise Design Thinking Practitioner – IBM

Introduction to Generative AI – Google

#### **Languages**

English | Hindi