JITENDRA KUMAR



 **kumarjitendra@msn.com**

**+ 91 – 9810 7875 02**

**UX Specialist & Usability Analyst**

My outlook on design is an amalgamation of my experiences in various disciplines. I bring with me robust and adopting Human-Centric Design and Design Thinking methodology, experience in managing and lead a UX team with an Agile environment, willingness to pursue new ideas and innovation, up to date UX practices and development.

Key Skills

* UCD Process & Methodology
* UX Research
* Design Thinking & Innovation
* UX Strategy & UX Reviews
* Interactive Prototyping
* Lo-Fi and Hi-Fi prototyping
* Wireframing
* User Interface Design (UI)
* Information Architecture
* Problem Solving
* Usability & A/B Testing
* Human Interface Guidelines
* Strategic Design
* Data Visualization
* Visual Design & Infographics
* Storyboarding
* HTML5/CSS3/Flexbox
* Front-end Development
* Agile/Scrum Methodologies
* Quantitative & Qualitative
* Primary & Secondary research

Knowledge Purview

**Wireframing & Prototyping Tools:** Figma, Adobe XD, InVision, Axure RP, Sketch, Balsamiq, Paper-Pen, MS visio, Flinto, , Zeplin

**Visual Design Tool:**

Photoshop, Illustrator, Fireworks, Adobe Creative Cloud

**Internet Technologies:**

HTML5, CSS3, Flexbox, Bootstrap, (Angular 4,/6, JavaScript)

**Packages:**

MS PowerPoint (MS Word, MS Excel), Jira, Trello, ,

**Operating Systems:**

Mac and Windows Family

Portfolio URL  
http://krjitu.com/portfolio/jitendra-portfolio.pdf

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Profile Summary

* I am a UX/UI Specialist with 14 years of experience in **designing digital products**, more than **8 years** of experience as a **UX Specialist & Usability Analyst** with an **Agile/Scrum environment**. proponent **User-Centric Design** and **Design Thinking** approach. I am passionate about Usability, Accessibility; Research-Based approach to problem solving and create design value for the user.
* Generating new business requirements through common user research methodologies and principles, understanding and defining product requirements and achieving business goals.
* Managing project resource, budget, timeline and risk with cross-functional teams in an Agile / Scrum environment.
* Working closely with cross-functional teams, Product Management, product owner, stakeholders, designer and development in agile environment and translate business requirements and ability to work independently.
* Participating and promoting of user-centered design principles and implementation of design Thinking techniques.
* Highly skilled in various aspects of User Experience fundamentals entailing requirement analysis, user profiling/grouping, personas, task analysis, wireframes, prototyping, primary, Secondary, Qualitative and quantitative Research and usability testing,
* Endowing with excellent client relationship management and communication skills with capability to effectively comprehend client and accordingly conceptualize and good awareness of current trends and emerging technologies.
* Deep understanding of UX fundamentals, UX design principles, user research and identifying business / user goals of projects background.
* Proficient in Agile/Scrum methodologies, including writing user stories, working within sprints and manage daily meetings.

Key Result Areas:

* Deep understanding of business requirements, stakeholder objectives, user needs & creating user flows, Lo-Fi & Hi-Fi wireframes, interactive prototyping, user journeys map, Quick Mockups & storyboard.
* Excellent knowledge of **user-centered design** and **design thinking** principles and practices, visual design, interface design principles, navigation architecture, typography, color, iconography & layout principles.
* Planning and conducting primary & secondary user research, usability testing, A/B testing, prototyping, usability, accessibility, UX Workshops, Creating personas through user research.
* Conducting stakeholder interviews and usability tests; creating click-through and prototypes for web & mobile for use during tests; synthesizing & compiling findings to develop UX strategy
* Examining requirements with business analysts, signifying user experience, visual design, wireframing, prototyping, front-end development and team management
* Closely working with the Product team to identify user pain points and user experience related gaps and Solve UX design problems.
* Transforming business problems into user experience opportunities and deliverables such as specifications sketches, wireframes, prototypes, scenarios, storyboards and mock-ups
* Creating Hybrid UI / UX Responsive Design (mobile, tablets, desktop IOS and android) along with Lo-Fi and Hi-Fi Prototyping, Wireframes, Information Architecture & Data Visualization
* Working closely with the product manager to decide on the useful features of the product and create prototypes based on design.
* Strong understanding of **agile methodologies**.

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Work Experience

**UX Specialist & Usability Analyst | Freelance Consultants** (Apr’20 – Till date)

* Supporting Continuously work for improving existing methods and investigating new methods within UX/UI area and led design vision and helped to set product direction and manage designer & developer
* Working with clients to understand detailed requirements and identify UX problems with current projects through auditing and usability testing
* Work closely with product management in UX ideation, innovation & using Agile methodologies
* Responsible for digital properties are fully integrated with the overall customer experience, user research, information Architecture, visual design, Prototyping and Identify and troubleshoot UX problems and creating Low-fidelity & high-fidelity prototypes, wireframe and visual design.
* Lead and manage the UX/UI design phase of ongoing projects and other UI designers in the team
* Understand project background, user and customer requirements, business goals, competitive research and UX design problems.

**Sr. Usability Analyst** **| Emirates NBD, Dubai** (Apr’18 – Jan'20)(Marc Ellis Employment Services)

* Supported Emirates NBD in their Digital Transformation Process with most up-to-date UX practices, trends and research for all their digital assets and Product analysis and development of using in Agile/ scrum environment.
* Conducted Primary and Qualitative user research and identified business and users pain points and needs and solve user problems, usability and accessibility concerns.
* Work closely with product owners, developers and cross-functional teams in an agile mindset.
* Responsible for the development of UX strategy and creating innovative user experiences across a wide variety of channels and digital platforms.
* Gathered client requirements and deep understanding of business goals and create Lo-Fi and Hi-Fi Prototyping, Wireframes, user journeys map, User flow, process flows, mock-ups, sitemap and functional specifications.
* Develop and design a dynamic interface that works across multiple browsers and all devices

**Lead UX Designer | Digital Growth Pvt.** (Sept’17 – Mar’18)

* Work closely with cross-disciplinary teams including Product, Engineering, digital Marketing and various Business teams to deliver delightful customer experiences.
* Coordinate with senior management and stakeholders to ensure that design methodology is understood and accepted and user journey can be improved.
* Gather user requirements & Create Low-fidelity & high-fidelity prototypes, wireframe, designs and iconography
* Excellent understanding of Agile methodology and build Agile teams

**Sr. UX Designer | Srijan Technology Pvt. Ltd** (Jun’16 – Aug’17)

* Work directly with Product Owners, Business Analysts and stakeholders to clarify and define business requirements as they apply to the user centered design and design thinking process.
* Excellent capabilities in conducting UX discovery, client meetings, requirement gathering and giving them best solution in terms of user experience design.
* Create & develop Lo-Fi and Hi-Fi Prototyping, Wireframes, user journey, conduct UX research, with an understanding of a variety of UX research methodologies and build the right user experience
* Create prototypes using Adobe XD, InVisionApp, Balsamiq and figma.

**UI/UX Designer & Consultant | EPB IT Services Pvt. Ltd.** (Jun’12 – May’16)

* Managed UX/UI teams and responsibilities are UX design and research, visualization and coordination with client and stakeholders
* Gather the initial requirements and provides best Lo-Fi and Hi-Fi Prototyping, wireframes, mockup, process flows, storyboards and enhancements new features, as well as updating existing interfaces.
* Create high-fidelity design deliverables to development teams and work within and contribute to a component-based visual design system
* Research user goals to guide the development of new products of user experience design.
* Create mockups/prototypes as well as detailed designs
* Work on several different projects at once, and meet demanding deadlines.

**Associate UI/UX Designer | Tech Mahindra Ltd** (Apr’08 – Sep’10)

* Identify end user requirements, by researching and analyzing user needs
* Worked with design and development teams to providing UI, workflow, wireframes and front end development with HTML/CSS, Bootstrap and Flash for update BT Openreach and BT internet.

**Sr. flash & UI Designer | Idea Streamz Consultants (P) Ltd.** (Oct’07 – Mar’08 )

* Translate business requirements into concepts and elegant visual, UI, flash Design, graphics, icons and convert PSD to HTML/CSS and Animations.

**Flash & UI Designer | WebtriX Technologies Ltd.** (Feb’04 – Oct’07)

* Create visual designs that effectively communicate product function & brand identity, include the design, color palettes, typography, animation, user interface assets and icons & convert mockups to HTML andUI design best practices and guidelines across all our projects

Education

**BFA** from Tilak Maharashtra Vidyapeeth, Pune

**BCA** Magadh University Bodhgaya, Gaya (Bihar)

**G-NIIT** from NIIT South Ext, New Delhi

**Advance Diploma** in Multimedia from Maya Academy of Advanced Cinematic, New Delhi

Personal Details **Passport No.:** Z3206023  
**Languages Known:** English & Hindi  
**Address:** New Delhi (Inida)