JITENDRA KUMAR

Senior Product Designer & UX /CX Specialist

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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 Design System
> 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, Miro, 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
https://www.krjitu.com/images/doc/Profolio.pdf

Linkedin profile URL
https://www.linkedin.com/in/krjitu/

Profile Summary

✓ I am a hybrid Product Designer and User Experience with 16 years of experience in developing digital consumer-centric products in an Agile/Scrum environment and participatory design & AB testing of various user research methods and approaches to problem-solving and understanding the product ecosystem. I also have experience in mentoring and manage a team from building, scoping and setting definable key results to releasing final products.

✓ 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,

✓ Identify customer pain point and opportunities by conducting UX Research using different methods and collect necessary data.

✓ 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:

• Analyze secondary and quantitative data research create end-to-end customer journeys that solves user and business pain points, come up with innovative solutions and collaborate with cross functions teams to ensure effective implementation of design.

• 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 Native and 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**.

Work Experience

Sr. UX & Product Designer Blink Charging (Dec'21 – Till date)
- ✓ Define and develop the new vision for EVSE innovative solutions to users, products, business problems and solving the toughest UX challenges.
- ✓ Research EVSE charging domain and EV software product design and management, provide better UX to EV drivers with an exceptional EV charging experience
- ✓ Design solutions for web and mobile (EVSE) applications that align user needs with business goals, demonstrating a strong understanding of interaction design principles, standards, and concepts.
- ✓ Working with product, business teams and users to dive deeply into user journeys to identify problems, re-frame into opportunities, and co-create requirements and design plans
- ✓ Create user-centered designs by considering UX research and market analysis, customer feedback, site metrics, and usability findings.
- ✓ Apply best practices in design guidelines and building design systems and develop conceptual diagrams, wireframes, visual mockups and prototypes.

Sr. UX Specialist & Product Designer | Freelance Consultants - (Apr'20 – Nov'2021)
- ✓ 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 Product design phase of ongoing projects and other UX/UI designers and UI Developer in the team
- ✓ Understand project background, customer and user 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 -SAHAB 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

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.

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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 and UI design best practices and guidelines across all our projects

Personal Details

Passport No.: Z3206023
Languages Known: English & Hindi
Address: New Delhi (India)