



*Jitendra Kumar*

---

Product & UX Designer

# PORTFOLIO



## About Me

Since I graduated as a Bachelor of Fine Arts (BFA) in Visual Communication and a Bachelor of Computer Applications.

I leverage design thinking to drive innovative product and service development based on user needs at the forefront. With **16+ years** of experience in **UI/UX and product design**, including **12 years in UX experience design** and **8 years leading end-to-end product** initiatives, I bring a proven track record of delivering scalable, user-centered solutions across global B2B and B2C platforms in EV mobility, banking, telecom, healthcare, retail, financial reporting, and enterprise SaaS

I am a **Senior UX and Product Designer** focused on building end-to-end digital experiences for the electric vehicle ecosystem. My work spans EV charging, car-sharing, enterprise operations, Admin/host management, and fleet platforms—translating complex business workflows into intuitive, scalable, and user-centered products.

With deep experience across mobile apps, enterprise portals, and operational systems, I specialize in designing solutions that connect customer needs, business goals, and technical feasibility. My approach combines product strategy, UX architecture, system thinking, and cross-functional collaboration to deliver experiences that are both high-performing and operationally effective.

Across these projects, I have worked closely with product, engineering, and business teams to shape experiences that improve usability, simplify complexity, and support growth in a rapidly evolving EV landscape.

## Skills

### Inspiration | Ideation | Implementation | Leadership

- User Research
- Product Design
- Design Systems
- Creative Strategy
- Prototyping
- Journey Mapping
- Wireframing
- Empathy Mapping
- Team Leading
- Interactive Design
- Usability Testing
- Project Management

## Soft Skills

- Communication
- Teamwork
- Problem-solving
- Time management
- Adaptability
- Leadership
- Emotional intelligence
- Planner



# Contents

Discover

Define

Strategize

Design

Validate

Deliver

Measure

# Contents

- 1 Blink Charging Enterprise Admin & Host Portal Platform**  
Designing Data-Driven Tools for Manage EV Stations Network Operations
- 2 Blink EV Charging Mobile App**  
Designing a Seamless Charging Experience for EV Drivers
- 3 Envoy EV Car-Sharing Platform**  
Building a Scalable Electric Mobility Sharing Platform
- 4 Envoy Mobility**  
Electric Car Share Apps
- 5 Blink Fleet Management Platform**  
Optimizing Electric Fleet Operations Through Smart UX
- 6 <https://blinkcharging.com>**  
The official Blink Charging website



# Blink Charging Enterprise Admin & Host Portal

Designing Operational Platforms for Managing EV Charging Stations Networks

The **Blink Charging Enterprise Admin & Host Portal** is a web-based platform designed to help organizations **manage large-scale electric vehicle charging infrastructure**.

The platform provides enterprise operators and hosts location with tools to **monitor charging stations, charging sessions, manage users, track revenue, and analyze operational performance**, enabling organizations to efficiently **monitor and manage EV charging stations networks across multiple locations**.

This project focused on **designing a data-rich EV enterprise platform** that simplifies the **management of EV charging networks** while providing actionable insights into system performance and usage.

## Project Overview

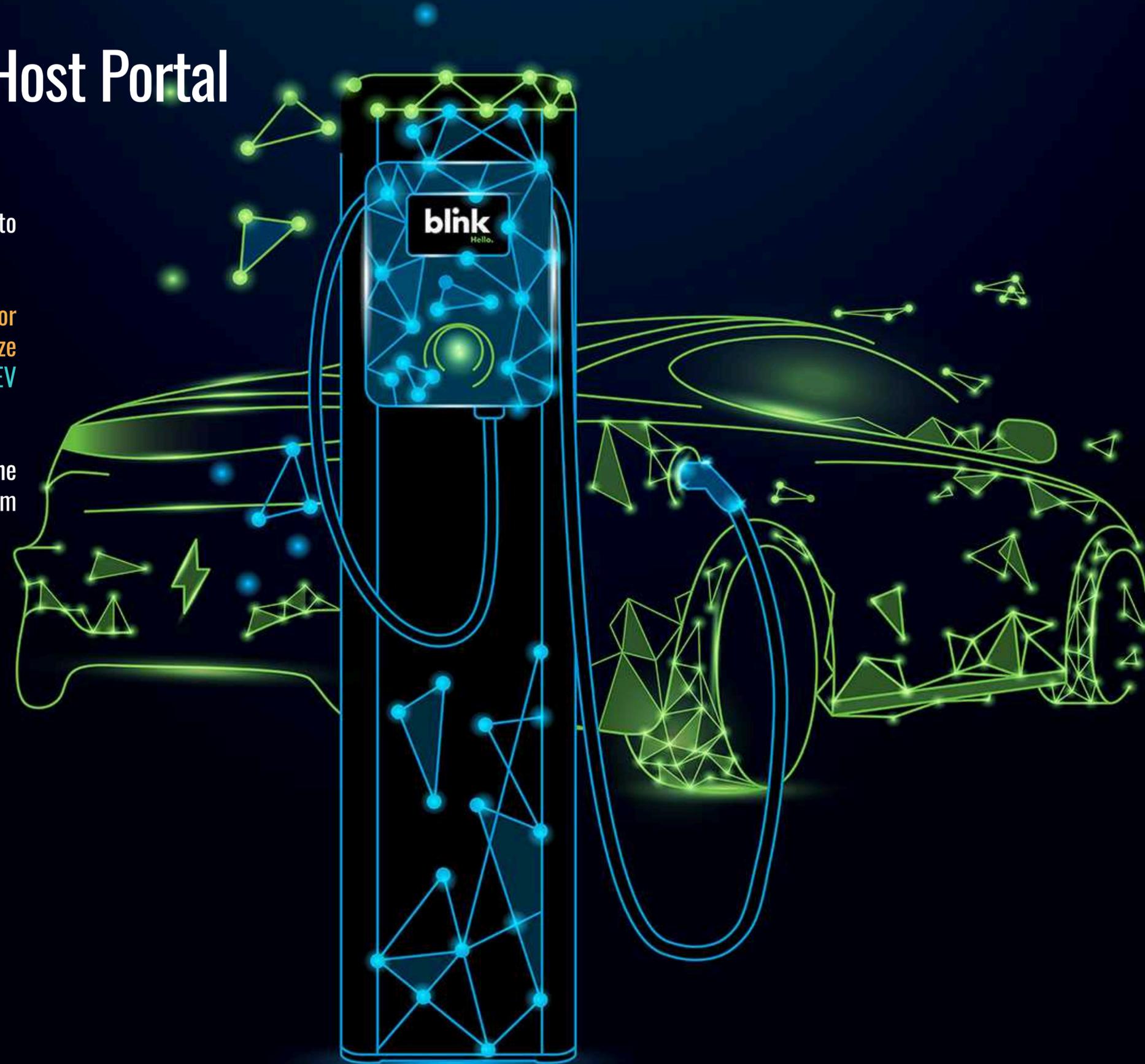
**Project** :- Enterprise Admin & Host Portal

**Platform** :- Web Application

**Product Type** :- Enterprise EV Stations Management Platform

**Role** :- Lead Product & UX Designer

**Team** :- Product Manager, Frontend Engineers, Backend Engineers, Data Engineers, QA



# My Role & Contributions

As the Lead Product & UX Designer, I was responsible for designing the entire user experience of the enterprise Blink Admin and host platform, ensuring it could support complex operational workflows.

## My contributions included:

- Led end-to-end UX strategy and design for enterprise platform
- Designing information architecture for complex datasets and enterprise workflows
- Creating enterprise dashboards for monitoring charging infrastructure
- Designed complex workflows for station management and network configuration tools, administration, and financial reporting
- Developing role-based user experiences for enterprise admins and hosts
- Building scalable design systems for enterprise interfaces
- Collaborating closely with Cross-Functional teams to integrate real-time infrastructure data
- Conducting stakeholder workshops with enterprise client
- Product strategy and UX architecture
- Conducted user research and usability analysis
- Dashboard and enterprise UX design
- Wireframes and interaction design
- Usability testing and iterative improvements





# Blink Admin Portal & Host Portal Scope

**Blink Admin Portal (Operator Platform)** A central control system used by Blink teams or large operators to manage the entire charging network.

**Blink Host Portal (Customer / Site Owner Platform)** A simplified dashboard used by property owners or businesses (hosts) who have Blink chargers installed at their locations.

The Blink Charging admin platform consists of several key modules:

### Network Operations Dashboard

Real-time monitoring of charging station health and network activity.

### Charging Station Management

Tools to configure, manage, and monitor charging stations status.

### Location Management

Centralized control of charging sites across multiple regions and locations.

### Pricing & Tariff Configuration

Flexible pricing setup for energy, time-based, or session charging.

### RFID Management

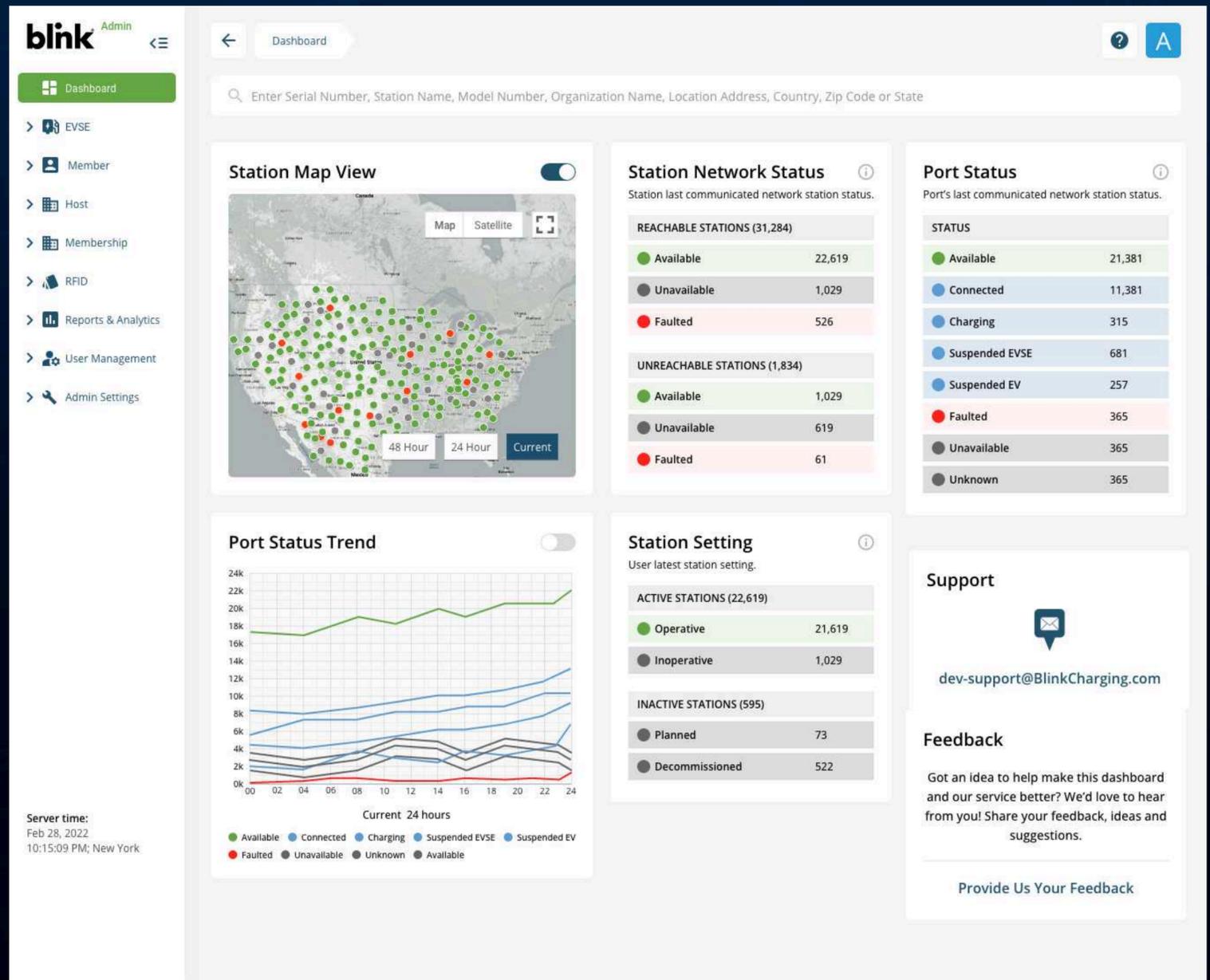
RFID functionality enables driver authentication and secure access to charging stations.

### Analytics & Reporting

Insights into charging sessions, utilization, and revenue.

### User & Role Management

Role-based access control for enterprise teams and host.





# Product Scope

