

JITENDRA KUMAR

Mobile: +91-9810787502

Email: kumarjitendra@msn.com

[LinkedIn](#) | [Portfolio](#)

India

Hybrid Product Designer and UX Leader with **16+ years of UI/UX and product design experience**, including **12 years in UX experience design** and **8 years leading end-to-end product design** across global B2B and B2C platforms in EV mobility, banking, telecom, healthcare, retail, financial reporting, and enterprise SaaS. Techno-functional in approach, with a proven ability to translate complex product ecosystems into intuitive, scalable, and user-centered experiences.

A collaborative leader thriving in Agile environments, skilled in partnering with product, engineering, and business teams to transform user pain points into impactful solutions. Experienced in mentoring and managing Product/UX teams, defining project scope and success metrics, and fostering a culture of design excellence and innovation. Proficient in UX research, journey mapping, information architecture, usability and accessibility, design systems, and prototyping, with a strong track record of delivering high-impact, measurable outcomes that align business goals with human-centered design.

CORE COMPETENCIES

- **Product Strategy & Road mapping:** Define product vision, strategy, and roadmap; manage complete product lifecycle.
- **Customer Journey Design:** Map and optimize customer journeys; identify pain points and enhance user experience.
- **Product & UX Leadership:** End-to-end product design, UX strategy & vision, customer-centric multi-platform experiences (Web & Mobile), design quality governance, and innovation leadership.
- **User-Centered Design & Research:** Human-centered design principles, user research (qualitative & quantitative), personas, journey mapping, usability, and accessibility evaluation and data analysis to inform design decisions and validate concepts.
- **Experience & Interaction Architecture:** Information architecture, navigation, user flows, process flows, storyboarding, and interaction design for complex ecosystems.
- **Wireframing, Prototyping & Optimization:** Translating research insights into low- and high-fidelity wireframes, click-through prototypes, and interactive designs; usability testing, A/B testing, heuristic evaluation, UX audits, and iterative validation.
- **Design Systems & Visual Design:** Scalable design systems, component libraries, UI guidelines, and maintaining visual consistency across all products.
- **Agile & Cross-Functional Collaboration:** Agile/Scrum execution, user stories, sprint planning, and strategic partnership with product, engineering, AI/ML teams, and stakeholders.
- **Data-Informed & Strategic Design:** Leveraging UX metrics, analytics, and business insights to prioritize features and drive strategic, user-centered outcomes.
- **Team Leadership & Mentorship:** Leading and mentoring UX/Product teams, defining scope and OKRs, fostering design culture, and enabling high-performance delivery.
- **Cross-Functional Collaboration:** Partner closely with project managers, engineers, internal and external stakeholders to translate business requirements into intuitive user experiences
- **Tools & Professional Strengths:** Figma, Adobe XD, Sketch, Axure, Miro, InVision, Zeplin, Jira, Confluence; systems thinking, problem-solving, ownership, and strong communication skills.

PROFESSIONAL EXPERIENCE

Blink Charging | Sr. UX & Product Designer

Jan'22 – Present

- Lead end-to-end product design and experience strategy for **Blink Charging's global EV ecosystem**, spanning **Mobile App, Admin Portal, Host Portal, and Fleet Management platforms**, supporting operations across the US, UK, and EU.
- Own the complete design lifecycle—from discovery and research to high-fidelity execution—for **Blink Charging Mobile App, Admin Portal, Host Portal, and Fleet systems**, aligning user needs with business and operational goals.
- Drive UX and product strategy through qualitative and quantitative research, usability testing, and experimentation, translating complex EV charging workflows into intuitive, scalable, user-centered solutions.
- **Redesigned the Blink Charging Mobile App**, modernizing the experience and improving usability across customer and operational touchpoints.
- Led the design of **Envoy (Blink subsidiary) EV Car-Sharing products**, including:
 - **Envoy Mobile Booking App** – enabling EV car discovery, booking, and pricing
 - **Envoy Admin Portal** – supporting vehicle management, pricing, and operational workflows
- Shape product vision and go-to-market experiences through research, competitive analysis, and regulatory insights, including the launch of an AI-powered customer support chatbot.
- Act as a strategic design partner to product, engineering, business, and AI/ML teams—mapping journeys, reframing challenges into opportunities, and translating advanced capabilities into human-centered experiences.
- Build and mentor high-performing design teams across **Blink and Envoy**, establish scalable design systems, set design quality standards, and own the full product lifecycle to ensure cohesive, enterprise-grade experiences.

Freelance Consultants | Sr. UX Specialist & Product Designer

Apr'20 – Dec'21

- Led UX vision and product direction for multiple client engagements, managing designers and developers while evolving design methods and introducing new UX approaches.

- Partnered directly with clients and product managers to uncover requirements, conduct UX audits, and identify usability gaps through research and testing.
- Drove end-to-end UX across Agile teams—spanning user research, information architecture, ideation, prototyping, and visual design—to ensure digital experiences aligned with overall customer journeys and business goals.
- Owned product design phases from discovery to delivery, conducting competitive analysis, defining experience strategy, and producing low- and high-fidelity wireframes, prototypes, and UI solutions to resolve complex UX challenges.

Emirates NBD (Marc Ellis Employment Services) | Dubai | Sr. Usability Analyst

Apr'18 – Jan'20

- Partnered with product, engineering, and business teams to deliver seamless, high-impact digital banking experiences aligned with customer and business goals.
- Translated business and user requirements into end-to-end UX solutions, producing user journeys, flows, sitemaps, wireframes, and low-to high-fidelity interactive prototypes with clear functional specifications.
- Led user research and usability testing to uncover pain points, validate design decisions, and continuously improve the customer experience across digital platforms.

Digital Growth Private | Lead UX Designer

Sep'17 – Mar'18

- Partnered with senior leadership and key stakeholders to establish UX methodologies, align design strategy with business goals, and elevate end-to-end user journeys.
- Led user discovery and research to translate requirements into low- and high-fidelity wireframes and prototypes, embedding UX best practices within Agile teams and workflows.

Srijan Technology Private Limited | Sr. UX Designer

Jun'16 – Jul'17

- Collaborated with product owners, business analysts, engineering, and design teams to deliver elegant, end-to-end user experiences across platforms within an Agile environment.
- Conducted UX research and translated insights into user journeys, wireframes, mockups, and low- to high-fidelity interactive prototypes, crafting intuitive, high-quality digital experiences.

EPB IT Services Private Limited | UI/UX Designer & Consultant

Jun'12 – May'16

- Led UX/UI teams and partnered with clients to gather requirements, delivering end-to-end solutions through user research, usability testing, process flows, storyboards, wireframes, and low- to high-fidelity interactive prototypes.
- Built and maintained scalable design systems, including design languages, style guides, and component libraries to ensure consistency and speed across products.
- Collaborated closely with product, engineering, and marketing teams to align design outcomes with business objectives and user needs.
- Enhanced CRM, core banking, and digital banking platforms, significantly improving usability and overall customer experience.

Tech Mahindra Limited | Associate UI/UX Designer

Apr'08 – Sep'10

Client: BT Group (British Telecom)

- Researched and analyzed end-user and business requirements to inform intuitive, accessible design solutions.
- Collaborated with design and development teams to create UI wireframes and mockups, translating designs into **HTML, CSS, Bootstrap**, and interactive animations for **BT Openreach and BT websites**.
- Implemented **keyboard navigation and accessibility best practices**, ensuring usable, compliant, and inclusive experiences across web platforms.

Idea Streamz Consultants Private Limited | Sr. flash & UI Designer

Oct'07 – Mar'08

- Translated business requirements into engaging UI concepts, mockups, and Flash designs.
- Designed visual assets, icons, and animations, converting PSDs into functional HTML/CSS implementations.

WebtriX Technologies Limited | Flash & UI Designer

Feb'04 – Oct'07

- Created user interfaces, mockups, and visual designs that conveyed product function and reinforced brand identity.
- Defined color palettes, typography, and interactive animations, converting designs into HTML/CSS for web delivery.

EDUCATION | CERTIFICATION

- **Bachelor of Fine Arts (BFA) – Marketing** - A Tilak Maharashtra Vidyapeeth, Pune
- **Bachelor of Computer Applications (BCA)** - Magadh University Bodhgaya, Gaya (Bihar)
- Digital Product Management — Coursera
- G-NIIT (Software & Systems Engineering) — NIIT, New Delhi
- Advanced Diploma in Multimedia & Design — Maya Academy of Advanced Cinematics, New Delhi