**Anil Kumar**

**UI/UX Designer**

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**Portfolio:** [**https://www.behance.net/anilkumar203**](https://www.behance.net/anilkumar203)

**PROFESSIONAL SUMMARY:**

* Creative and user-focused UI/UX Designer with overall 9+ years of experience in designing intuitive and engaging interfaces.
* Skilled in wireframing, prototyping, and user research with a passion for creating seamless digital experiences.
* Proficient in industry-standard design tools such as Sketch, Figma, and Adobe XD.
* Adept at collaborating with cross-functional teams to deliver high-quality digital products that meet both user needs and business goals.
* Versatile UI/UX Designer with experience in various industries, including e-commerce, fintech, healthcare, and education.
* Known for the ability to integrate feedback quickly, adapt to changing requirements, and optimize designs that meet both user needs and business goals.
* Expertise in creating intuitive user interfaces for complex systems while ensuring seamless interaction and accessibility for users of all abilities.
* Focused on building engaging digital experiences through a combination of aesthetics, usability, and functionality, fostering increased user engagement and retention.
* Proven track record in collaborating with cross-disciplinary teams (product managers, developers, marketers) to deliver consistent and innovative design solutions.
* Passionate about creating impactful, user-centered digital experiences that blend art and functionality.
* Expertise in translating user insights and business goals into intuitive designs that drive product success and customer satisfaction.
* Strong advocate for inclusive design and creating accessible user interfaces that are usable by everyone, including those with disabilities.
* Experience working on enterprise-level projects, balancing user needs with complex technical requirements to deliver scalable solutions.
* Constantly refining my design practices and keeping up with the latest trends in interaction design, UI/UX best practices, and design thinking.
* Focused on delivering highly engaging and intuitive user experiences through a combination of research, design, and collaboration.
* Proven ability to transform complex requirements into clean, user-friendly designs that improve conversion rates and user satisfaction.
* Experienced in creating responsive web and mobile app designs, ensuring the product is optimized for a variety of devices and platforms.

**TECHNICAL SKILLS:**

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| **UI Design:** Wireframing, Prototyping, Visual Design, Interaction Design |
| **UX Design:** User Research, User Flows, Information Architecture, Usability Testing |
| **Tools & Software:** Figma, Sketch, Adobe XD, InVision, Zeplin, Balsamiq |
| **Front-end Development (Optional):** HTML, CSS, JavaScript (if applicable) |
| **Collaboration:** Agile Methodology, Team Collaboration, Cross-functional Communication |
| **Soft Skills:** Problem Solving, Communication, Critical Thinking, Time Management |
| **Design Systems**: Design Consistency, Atomic Design Principles |
| **Prototyping Tools**: Marvel, Framer, Proto.io |
| **Version Control/Collaboration**: GitHub (if applicable for design versioning), Slack, Jira |
| **Analytics**: Google Analytics, Hotjar |

**PROFESSIONAL EXPERIENCE:**

**Johnson & Johnson - New Brunswick, NJ May 2023 to Present**

**Senior UI/UX Designer**

**Responsibilities:**

* Collaborate with product managers and developers to design user-centric web and mobile applications.
* Create wireframes, prototypes, and high-fidelity mockups to communicate design ideas and user flows.
* Conduct usability tests and analyze results to refine and enhance product designs.
* Optimized user flows and simplified navigation to improve user task completion time.
* Conducted heuristic evaluations and accessibility audits, identifying key pain points and resolving issues to improve usability.
* Collaborated with developers to integrate responsive and adaptive design principles, ensuring seamless experiences across all devices.
* Designed interactive elements (buttons, menus, modals) based on user feedback to improve interaction speed and intuitiveness.
* Developed a component-based UI system to create a scalable design language across all products and services.
* Integrated microinteractions and animations to enhance user experience and improve engagement.
* Conducted competitive analysis to understand industry trends and implement design improvements, increasing product adoption.
* Lead user research sessions, including user interviews, surveys, and usability testing.
* Work with development teams to ensure the implementation of designs meet visual and functional standards.
* Ensure a consistent and cohesive design system across all platforms and products.
* Worked closely with clients to understand their goals and design digital experiences that aligned with their brand and vision.
* Developed prototypes, wireframes, and user interfaces for web and mobile platforms.
* Delivered end-to-end design solutions from wireframes to high-fidelity UI screens for multiple platforms (iOS, Android, Web).
* Created interactive prototypes to simulate and validate product functionality before development, resulting in faster product iterations.
* Worked with the product team to define and improve the user experience strategy, contributing to increase in user engagement.
* Managed client relationships, ensuring designs aligned with brand guidelines while also meeting business goals.
* Regularly updated design files and documentation, ensuring smooth handovers and consistent collaboration with cross-functional teams.
* Conducted user research sessions, analyzing data and feedback to make data-driven design decisions and enhancements.
* Performed user research and gathered feedback to iterate and improve designs based on user insights.
* Contributed to the development of design systems, ensuring design consistency and scalability across products.
* Participated in Agile development sprints, collaborating with teams to prioritize and deliver design tasks.

**Mercedes-Benz Financial Services - Farmington Hills, Michigan March 2022 to April 2023**

**UI/UX Designer**

**Responsibilities:**

* Conducted persona development, user interviews, and surveys, gathering critical insights that shaped design direction.
* Streamlined the onboarding process, reducing user drop-off by 15% through the implementation of interactive tutorials and helpful tooltips.
* Conducted competitive audits to identify design weaknesses in competitor products, directly influencing design improvements and feature prioritization.
* Worked with the product team to create a roadmap of design deliverables, helping to prioritize user needs while ensuring project timelines were met.
* Revamped the design system, consolidating over 50 UI components into a unified library, improving cross-team collaboration and reducing design debt.
* Redesigned an e-commerce platform's mobile site, implementing better visual hierarchy and a simplified checkout process, leading to increase in conversions.
* Collaborated with marketing and sales teams to ensure that designs aligned with brand objectives and promoted user engagement.
* Integrated user feedback into the design process by conducting regular user testing and creating iterative design solutions.
* Created comprehensive user flows to map the entire user journey from first touchpoint to final conversion.
* Designed interactive prototypes to facilitate quicker feedback loops, reducing design revision time by 40%.
* Improved accessibility by implementing high-contrast UI, ensuring a broader user base could interact with the platform comfortably.
* Conducted A/B tests for various UI elements (button sizes, color schemes, navigation options) and used the findings to optimize designs and improve conversion rates.
* Helped establish a collaborative design culture, facilitating regular design critiques and workshops, encouraging feedback, and fostering team growth.
* Established a comprehensive design system with reusable components, reducing design and development time.
* Collaborated with marketing and customer success teams to ensure user-facing designs were aligned with brand voice, resulting in enhanced brand consistency.
* Designed and implemented a real-time chat interface for customer service, which led to a 40% increase in customer satisfaction.
* Spearheaded user research initiatives that provided actionable insights, resulting in the redesign of the onboarding experience, improving sign-ups.
* Advocated for accessibility, ensuring all interfaces met WCAG standards, which resulted in a more inclusive product and a broader audience reach.

**Trent Ltd - Mumbai in india Oct 2018 to Nov 2021**

**UI/UX Designer**

**Responsibilities:**

* Led the design of mobile and web interfaces for a product that serves thousands of active users, optimizing the user experience through continuous iteration and user feedback.
* Collaborated with cross-functional teams to define product features and create detailed design documentation to ensure a smooth handoff between design and development.
* Developed and implemented a design system that standardized UI components, enabling faster iteration and a more cohesive product experience across multiple platforms.
* Created interactive wireframes and prototypes to communicate design concepts effectively and quickly, reducing the time to validate and refine ideas with stakeholders.
* Regularly conducted design reviews with stakeholders, providing actionable insights and gathering feedback to improve design solutions.
* Worked closely with the product team to create detailed user journey maps, ensuring a user-centered approach to all design decisions.
* Designed user interfaces for a cloud-based application, ensuring a seamless experience across all devices and platforms, including web and mobile.
* Worked with product managers and developers to define product requirements, ensuring that designs met both business goals and user needs.
* Collaborated in designing a multi-platform dashboard for managing real-time data, leading to a 50% reduction in user task time for key workflows.
* Created wireframes, interactive prototypes, and high-fidelity mockups for new product features, ensuring clear communication with development teams.
* Refined user personas and user journey maps, helping prioritize design features based on user pain points and needs.
* Conducted comprehensive user research to identify key pain points in the current experience and translated these insights into actionable design improvements.
* Created high-fidelity mockups and UI components for a variety of projects, adhering to best practices for responsive design and accessibility.
* Delivered polished, user-centric designs with a strong focus on usability, ensuring that users could complete tasks efficiently and effectively.
* Participated in brainstorming sessions and collaborative workshops with product managers and developers to explore new features and refine existing ones.
* Maintained a strong understanding of current design trends and industry standards, applying innovative design solutions while staying within project constraints.

**Landmark IT Solutions - Hyderabad, India July 2015 to Sept 2018**

**UI/UX Designer**

**Responsibilities:**

* Collaborated with front-end developers to ensure that design implementations were accurate, accessible, and optimized for performance across multiple browsers.
* Conducted user interviews and created detailed user personas to better understand target audiences, ensuring designs met their specific needs and behaviors.
* Spearheaded the development of a new design system, organizing reusable components, design patterns, and style guidelines for future projects.
* Worked closely with the product team to define user flows and interactions for new features, improving overall user satisfaction and functionality.
* Provided mentorship and guidance to junior designers, reviewing their work and providing constructive feedback to ensure design quality and consistency.
* Created a series of interactive prototypes to visualize new concepts and streamline the iteration process, helping stakeholders understand user journeys.
* Conducted user research to gather insights into user behaviors, which helped inform the redesign of the product interface and improve overall usability.
* Worked closely with developers to ensure that designs were implemented correctly and that the user experience remained consistent across all platforms.
* Created interactive wireframes for mobile apps, ensuring that designs were fully responsive and optimized for a variety of screen sizes.
* Designed a feature-rich dashboard interface, focusing on data visualization and clear calls to action, which helped users make quick decisions with ease.
* Led brainstorming sessions and design critiques, offering constructive feedback to other team members and refining design solutions.
* Created task flows and user scenarios to map out user needs and guide design decisions.
* Implemented user feedback loops, gathering insights through usability testing and surveys to inform the evolution of the product.
* Designed visually appealing mobile interfaces for an e-commerce app, focusing on intuitive navigation and ease of access to products and services.
* Led user-centric design discussions, encouraging cross-team collaboration to identify pain points and propose viable design solutions.
* Designed information architecture for content-heavy websites, ensuring ease of access to information and reducing cognitive load for users.
* Conducted thorough competitor analysis, assessing industry standards and providing actionable insights to inform the redesign of key features.

**EDUCATION DETAILS:**

Bachelors inMLR Institute Of Technology - ECE - 2015