RK

RAHUL KUMAR

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Professional Summary

Experienced in crafting intuitive user interfaces and enhancing user experiences across digital platforms. Adept at transforming complex problems into elegant design solutions, blending creativity with technical know-how. Always focused on user-centred design, ensuring seamless and enjoyable interactions.

Experience

Intuit | Bengaluru, india
UI UX designer
04/2024 - Current

- As part of the A2D team, I am responsible for designing experiences for data scientists and machine learning engineers to make users' lives easier using AI. Developed a fully automated, AI-driven product for data analysts, enabling the creation of recurring, templated data outputs.
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- Empowered both technical and non-technical users to independently generate reports, conduct written summary analyses, and establish causality.
- Designed and implemented a centralised, standardised metrics store, establishing a single source of truth for key business metrics across Intuit teams and platforms, with robust governance.
- Enhanced user experiences and optimised data-driven decision-making processes within the company.
- Analysed user feedback and analytics to identify areas for improvement, optimising user interfaces for better performance.

AJIO Business (Reliance) | Bengaluru, india
UI UX designer
02/2023 - 04/2024

- Managed seller onboarding for B2B and B2C products, incorporating thorough user-centric research, and multiple interactive workshops.
- Enhanced e-commerce experiences for B2B, B2C, and B2B2C models during seller onboarding and discovery stages.
- Streamlined and scaled the Terms of Trade (TOT) processes among sellers under the Reliance umbrella, including AJIO, Tira, and Jio Mart.
- Collaborated with sellers, developers, and product managers to facilitate timely and feasible design handoffs, addressing technical, legal and business constraints.
- Identified critical pain points and developed both offline and online onboarding flows for quick and efficient seller integration, in partnership with the Visual Design and Development teams.
- Played a key role in improving the overall seller onboarding experience on the AJIO business platform.

Betterhalf.ai | Bengaluru, India
UI/UX Designer
01/2021 - 01/2023

- Enhanced user retention and engagement for the Betterhalf.ai app through iterative product improvements targeting onboarding, discovery, and various feature journeys.
- Developed intuitive user flows, significantly improving seamless interactions and overall user experience within the Betterhalf.ai app.
- Established efficient processes and adopted the right tools to optimise collaboration between designers, users, developers, product managers, content writers, and other stakeholders.

- Led the design and research efforts for the AstroZodiac app, successfully launching a new and profitable business vertical within the BetterHalf Company.
- Created compelling website designs that effectively reflected the brand's identity for the AstroZodiac app.
- Designed detailed 2D animated graphics, incorporating dynamic visuals into marketing materials for enhanced brand representation.
- Produced engaging, brand-aligned GIFs, boosting online engagement and communication for the AstroZodiac app & bellerhalf app.

Skills

- Interaction design
- Visual communication
- User research
- Adobe Creative Suite
- Wireframing
- Visual storytelling
- Mobile application design
- Graphic design
- Responsive Design
- UX and UI
- Branding and identity
- Collaborative mindset

Certifications

- UX workshop Program
- Enterprise Design Thinking

Portfolio and linkedin link

Portfolio: http://rahulportfolio.space
Linkedin: https://www.linkedin.com/in/rahul-kumar-682042158/

Education

National Institute of Fashion Technology | Gandhinagar, GJ
Bachelor of Arts in B.des (Communication design)
2021

D.A.V Public School | Bokaro Steel City, JH
Science (PCM)
2016

Hobbies and interests

- Drawing
- Content Creation
- Art & Craft
- Photography