

Indra Kumar

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Senior Product Designer (UI/UX)

Professional Summary

Senior Product Designer with over 6 years of expertise in enterprise SaaS, GovTech, HealthTech, EdTech, LegalTech, and B2B platform design. Proven track record of delivering end-to-end UX/UI solutions, from user research and information architecture through prototyping, design systems, and production handoff. Specialized in accessibility compliance (WCAG 2.1/2.2, GIGW), responsive design, and scalable component libraries. Achieved measurable impact, including a 35% engagement increase, 28% faster onboarding, 25% retention improvement, and 60GB of asset optimization. Expert in Agile/Scrum environments, collaborating with cross-functional teams to transform complex workflows into intuitive digital experiences.

Core Competencies & Technical Skills

UX/UI & Product Design: UX Strategy, User Research, Usability Testing, User Interviews, Heuristic Evaluation, A/B Testing, Information Architecture, Wireframing, Prototyping, Interaction Design, Visual Design, Graphic Design, Brand Identity.

Design Systems & Standards: Component Libraries, Design Tokens, Accessibility Design, WCAG 2.1/2.2, GIGW Compliance, Responsive Design, Mobile-First Design, and Web Design.

Methodologies: Design QA, cross-functional collaboration, stakeholder management, agile methodology, Scrum, design thinking, and user-centered design.

Design & Collaboration Tools: Figma, FigJam, Adobe XD, Sketch, Miro, Framer, InVision, Zeplin, Jira, Confluence, Notion, Slack, Loom, Trello, Asana.

Technology & AI: HTML5, CSS3, JavaScript (basic), Responsive Frameworks, ChatGPT, Claude AI, Gemini, Make, Bolt, Lovable.

Professional Experience

Freelancing / Senior Product Designer

FEB 2025 - PRESENT, Jaipur

Lead end-to-end product design for SaaS, healthcare, e-commerce, and B2B/B2C platforms, executing discovery, user research, wireframing, prototyping, usability testing, and design QA.

Define UX strategy using analytics, user research, and competitive analysis to align product decisions with business goals and user needs.

Redesign information architecture for a nonprofit education platform, improving navigation clarity and increasing trust metrics validated through user testing with families and counselors.

Increase B2B SaaS onboarding completion by 28% by simplifying user journeys, refining taxonomy, and implementing progressive disclosure. Design a B2B/B2C exporter CMS platform end-to-end, including information architecture, responsive UI, and content workflows tailored for export operations.

Create brand identity, logo, typography, and a color system for Strata Hire, an AI-powered interview platform, aligning with a tech-focused product vision.

Design Convo Spark, an AI-powered WhatsApp Chrome extension, delivering a complete UX/UI flow including popup interface, conversation flow, and settings experience.

Appentus Technologies / Senior UI/UX Designer

JUN 2019 - FEB 2025 (5.8 Years), Jaipur

Led UX strategy and UI design for over 50 enterprise applications spanning government services, healthcare systems, and EdTech platforms across web, iOS, and Android. Conducted over 100 user research sessions, including interviews, usability tests, accessibility audits, and heuristic evaluations, to shape product roadmaps.

Created comprehensive design deliverables including user flows, wireframes, high-fidelity mockups, responsive layouts, interactive prototypes, and developer handoff specifications.

Architected enterprise design systems with reusable component libraries deployed across 6+ government portals, improving consistency by 40% and development velocity by 20%. Redesigned 6+ mission-critical microsites for the Indian Navy, implementing WCAG 2.1/GIGW-compliant accessibility patterns.

Key Projects

Indian Navy - Website Redesign (Government)

Reduced server load by 60GB through IA restructuring and asset optimization while boosting engagement by 30% via improved navigation hierarchy for the Indian Navy portal.

TeeSaaS - Learning App (EdTech)

Drove a 35% engagement increase for the TeeSaaS Learning App via gamified learning flows and streamlined onboarding. Built a comprehensive design system for the TeeSaaS Learning App, reducing future design and development effort by 40%.

Ph7 - Health Ecosystem (Healthcare SaaS)

Cut workflow complexity by 30% for the Ph7-Health ecosystem through streamlined appointment and consultation interfaces. Designed a mobile-first UX for the Ph7-Health ecosystem, supporting over 5,000 monthly active users.

Education

Master of Computer Applications (MCA) 2016 - 2019 | Rajasthan Technical University

Bachelor of Computer Applications (BCA) 2012 - 2015 | JNV University, Jodhpur