Ankush Ashok Kumar
Product Designer

(E) ankushashokkumar1994@gmail.com ◦ **(M)** +1 (317) 728 1307

(IN) /ankushak ◦ **(W)** ankushak.com ◦ **(A)** Indianapolis, Indiana

Professional Summary

A Product Designer with over **5 years of experience** specializing in developing scalable, user-centric web and mobile applications for both enterprise and consumer platforms. Experienced in leading comprehensive design initiatives, building robust design systems, and ensuring seamless cross-platform consistency. Adept at UI/UX strategy, execution, and delivery, driving impactful results in accessibility and usability. Skilled in fostering cross-functional collaboration, optimizing workflows, and ensuring smooth **design-to-engineering transitions**. Proficient in tools such as **Figma**, **Adobe Creative Suite**, and **ProtoPie**, leveraging them to craft high-fidelity prototypes and data-driven designs that drive user engagement and reduce friction. Striving to utilize my expertise in global accessibility, scalable systems, and user-centered design principles to craft innovative solutions that enrich user experiences and contribute to **creating products that make a positive impact on people's lives.**

Work Experience

UX Researcher   Aug 2023 - Present
Indiana University-Purdue University IUPUI, Indianapolis, Indiana
- Enhanced onboarding completion rates by 21% through A/B testing and iterative refinements in interaction design using **Figma**.
- Optimized cross-platform workflows, achieving a **40% improvement in task efficiency** by leveraging insights from heuristic evaluations.
- Developed a scalable design system in Figma, decreasing design-to-development handoff delays by 15%.
- Attained **WCAG 2.2 compliance,** resulting in a **30% growth in engagement** among underrepresented user groups.
- Tracked project progress using Jira, effectively communicating outcomes to stakeholders, ensuring alignment with project timelines.
- Facilitated design reviews and workshops, documenting key decisions and action items to ensure a seamless design process.

Lead Designer   Apr 2022 - May 2023
WASP International, United Arab Emirates
- Delivered workflow-driven designs for dashboards, achieving **35% increase in task success rates** through iterative design & interaction refinements.
- Spearheaded the creation of reusable design components in Figma, accelerating feature rollout timelines by 20%.
- Conducted design brainstorming sessions and workshops, driving alignment between multidisciplinary teams on complex challenges.
- Improved onboarding workflows, reducing **user drop-offs by 45%**, and conducted usability sessions that enhanced global feature adoption.
- Performed accessibility audits for compliance across 15+ regional markets**, leading to a **30% improvement in satisfaction scores**.

UI UX Designer & Developer   Jan 2021 - Mar 2022
Welkin Marketing Management, United Arab Emirates
- Improved responsive web application performance by **40%** by optimizing design assets and streamlining workflows with **Figma libraries**.
- Increased usability and feature adoption by 25% through iterative prototyping and user testing across web and mobile platforms.
- Developed a scalable design token system ensuring consistency across platforms and improved handoff efficiency.
- **Reduced project delivery timelines by 30%** by implementing improved collaboration strategies that minimized design-to-engineering iterations and enhanced team alignment.
- Conducted design reviews, consistently delivering high-quality UI deliverables under tight deadlines.

Graphic Designer   May 2018 - Dec 2020
Hewlett Packard Inc., Bengaluru, India
- Designed over 20 user interfaces, **boosting user engagement by 30%** using a mix of storytelling and interaction design principles.
- Delivered motion-based design elements on After Effects, increasing engagement and interaction metrics by 37% for enterprise applications.
- Introduced a design review system to streamline feedback loops, **cutting revision cycles by 40%.**
- Conducted design workshops to improve storytelling techniques, and enhance team adoption of interaction design best practices.

Education

Masters of Science: Human-Computer Interaction   Aug 2023 - May 2025
Indiana University-Purdue University IUPUI, Indianapolis, Indiana

Bachelor of Technology: Computer Science and Engineering   2014 - 2017
Visvesvaraya Technology University - CMRIT, Bengaluru, India

Certifications

Google - UX Professional Certification (Coursera,2025)**, Meta Principles of UX UI Design** (Coursera, 2024)**, Microsoft's UX Design in Practice : Accessibility and Collaborations** (Coursera, 2024), **Master Mobile and Web Design, User Interface + User Experience, HTML, and CSS** (Udemy, 2024), **Figma UI UX Design Advanced** (Udemy, 2025), **IBM's Designing User Interfaces and Experiences** (Coursera,2025)

Skills

Design & Research: UX/UI ideation, wireframing, Prototyping (Figma, Storybook,), usability testing, A/B testing, scalable design systems, accessibility (WCAG 2.2).
Project Leadership: Cross-functional collaboration, design system creation, end-to-end design processes, workshop facilitation.
Software & Tools: Figma, Storybook, ProtoPie, Adobe Suite (Photoshop, Illustrator, After Effects, Premier Pro, Indesign), Keynote, Jira.
Development Skills: HTML, CSS, Java component library management.