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Professional Summary

Senior UI/UX Designer with over 15+ years of experience designing scalable enterprise digital products and comprehensive design systems. Proven expertise in transforming complex business and technical challenges into intuitive, user-centred digital experiences through rigorous research, structured design processes, and close collaboration with cross-functional stakeholders.

Expert in the full spectrum of user-centered design methodologies, including in-depth user and stakeholder interviews, requirements gathering, competitive analysis, persona development, task analysis, journey mapping, card sorting, and usability testing. Highly skilled in creating user task flows, information architecture, low- and high-fidelity wireframes, and interactive prototypes, while facilitating feedback sessions, writing user stories, and conducting benchmark testing, qualitative usability testing, accessibility evaluations, analytics reviews, and search-log analysis. These efforts consistently drive measurable improvements in user efficiency, satisfaction, task completion rates, and overall business outcomes.

Professional Experience

ATMECS Global Inc | Tokyo, Japan

SENIOR UI/UX ENGINEER | JANUARY 2023 - PRESENT

Senior UI/UX Designer leading the end-to-end design of enterprise IT, Energy Management, and IoT platforms. Conduct comprehensive user research, including stakeholder interviews, field observations, and usability studies to develop detailed personas, user flows, journey maps, storyboards, and information architecture. Translate complex technical requirements into intuitive, accessible digital experiences by creating low- and high-fidelity wireframes, interactive prototypes, and scalable design systems.

Work closely with product owners, engineering teams, and stakeholders to define product backlogs, validate designs through iterative testing, and deliver successful product launches. Perform heuristic evaluations on new flows to identify usability issues early, resulting in **12% savings in development time and budget**.

Key Business Impact:

- Increased task efficiency by **22%** and reduced site and device configuration time by **28%**.
- Improved field engineer efficiency by **32%**.
- Reduced man-hours by **23%**.
- Elevated user satisfaction by **34%** across all IoT applications.

EF Information Systems Pvt. Ltd. | Bangalore, India
LEAD UI/UX DESIGNER | OCTOBER 2015 – MAY 2023

Led the end-to-end user experience and interface design for multiple B2C web and mobile platforms. Directed comprehensive user research initiatives, including stakeholder interviews, user testing, and behavioral analysis, to develop personas, user flows, journey maps, storyboards, information architecture, wireframes, and high-fidelity interactive prototypes.

Collaborated closely with product stakeholders, engineering teams, and cross-functional partners to align design strategy with business objectives, prioritize product backlogs, and successfully launch new digital offerings. Mentored and led a team of UX/UI designers in delivering cohesive, user-centered solutions across global websites and applications while maintaining high design standards and consistency.

Key Business Impact:

- Increased website traffic by **12%**.
- Improved click-through rate by **18%** and lead conversion rate by **17%**.
- Elevated user satisfaction by **23%** across all digital products.

GRAPHIC DESIGNER | JULY 2015 – OCTOBER 2015

Worked closely with digital marketing managers to help them end-to-end campaign design for lead generation. Designing a campaign landing web page, social media ads, emailers, print materials, and creative direction of the campaign.

JUNIOR GRAPHIC DESIGNER | MAY 2013 – JULY 2015

Collaborated with internal teams to align creative direction with marketing objectives, lead the localization of campaigns landing pages across 54 languages while preserving brand integrity, and designed high-impact digital and print marketing materials.

Tamagna Technologies Pvt. Ltd. | Bangalore, India
WEB AND GRAPHIC DESIGNER | JANUARY 2011 – APRIL 2013

Designed and developed responsive websites with clean, standards-compliant front-end code using HTML, CSS, and JavaScript. Created cohesive brand identities and delivered high-quality digital and print collateral that strengthened visual consistency across platforms.

Produced engaging animations, intro videos, web banners, and promotional video ads that significantly enhanced user engagement and brand visibility. Managed the full project lifecycle from initial concept and user-focused design through development, client reviews, deployment, and post-launch iterations, consistently delivering projects on time while exceeding client expectations.

Core Expertise

User Research & Strategy: In-depth user and stakeholder interviews, requirements gathering, competitive analysis, persona development, mental model studies, task analysis, journey mapping, experience mapping, card sorting, and data-backed design decision-making.

Design Process & Delivery: Design thinking, information architecture, user task flows, experience maps, mind maps, low- and high-fidelity wireframes, interactive prototypes, and iterative design refinement.

UI/UX Design & Craft: User interface design, visual design, interactive design, identity and branding, and creation of intuitive, accessible digital experiences.

Testing & Validation: Usability testing, benchmark testing, qualitative testing, heuristic evaluation, accessibility evaluations (WCAG), analytics reviews, search-log analysis, and feedback facilitation.

Leadership & Mentoring: UX design mentoring, cross-functional collaboration, and guiding teams in delivering user-centered solutions.

Education

2024 – 2025

Advanced Certification in UI/UX Design | IIIT Bangalore

2014 – 2015

Master of Fine Arts | Karnataka State Open University

2011 – 2013

Bachelor of Fine Arts | Karnataka State Open University

2005 – 2007

Bachelor of Commerce | Bangalore University

2025

AI Advance Academy | Udemy / Sutherland

2024

Information Architecture Fundamentals | Udemy

Tools

Figma • Figma Make • Adobe Creative Suite • Sketch • InVision • Zeplin • Spline • Mural • Hotjar • Framer
Miro • Claude AI