

Pankaj Kumar

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Summary

Senior designer and researcher with 10+ years of experience across banking, edTech, and enterprise softwares

Designed and shipped 8+ live business critical & customer facing products

Specialise in combining data driven research insights with business objectives and strategy

Skills

UX Research, UX Strategy, UX Design, Information Architecture, Design leadership, Service Design, Qualitative and Quantitative research, Workshop Facilitation, Usability & Heuristics Evaluation, Journey mapping, Design audit, Mentoring, Design coaching

Tools

Figma, Adobe Creative Clouds, Figjam, Zeplin, Invision, Mural/Miro, Wire-framing, Prototyping, Maze

Certifications

Product Management certification by Darden Business School
Futures Thinking by IFTF
Enterprise Design Thinking by IBM
Using AI in the UX Design Process

Education

National Institute of Design
M.Des, Strategic Design Management
2016 - 2018

Krishna Institute of Eng. & Technology
B.Tech, Electrical & Electronics
2009 - 2013

Work Experience

UX Strategist - Expert at Barco N.V.

Jun 2024 - Present

- Driving end-to-end user experience for Barco's immersive experience products, unifying design across desktop, mobile, and cloud platforms
- Redesigned desktop application based on beta user's feedback to improve user satisfaction before the launch of the product
- Establishing unified UX patterns for device actions across platforms to increase user efficiency
- Working with PMs, POs & BUs to deliver business objectives through design

AVP - Design Lead at Credit Suisse A.G.

Jul 2021 - Jun 2024

- Led end-to-end design projects for climate risk, dynamic risk assessment, reputational risk, and compliance reporting
- Hired, mentored, and led a team of designers and researchers to establish the Design Studio in India to support business divisions across the globe
- Design and facilitation of workshops and trainings that enabled teams to collaboratively explore and address complex /abstract challenges

Senior Design Researcher at Byjus

Jan 2021 - Jul 2021

- Spearheaded UX research projects for the Disney Byju's K3 app, driving product KPIs such as user retention and engagement
- Identified and resolved user behaviour issues, reducing workbook drop-offs by approximately 28%
- Conducted qualitative and quantitative research to customise the Disney Byju's Early Learning app for its North American launch.
- Established the user research framework and templates to drive efficiency through streamlined research operations

Design Strategist at Société Générale

Jul 2018 - Jan 2021

- Delivered 10+ consulting projects globally, focusing on digital transformation and business process automation through Design Thinking, Service Design, and UX
- UX design for fund processing services, prime brokerage and clearing services, KYC, and client data management.
- Developed product strategy for an AR/VR experience creation platform.
- Facilitated design thinking workshops for visioning and strategic forecasting.

Design Research Intern at MIT Media Labs

May 2017 - Jul 2017

- Mapped the OPD patient journey at AIIMS, Delhi, identifying wearable-based automation opportunities for 12,000+ daily patients
- Conducted user research to analyse stress, well-being, and mental health vulnerabilities among farmers in Maharashtra

UX Analyst at Infosys Limited

Feb 2014 - Jul 2016

Research Engineer at Sapro Robotics

Jun 2013 - Jan 2014