

Himansh Kumar

Amsterdam, NL • kmrhimansh@gmail.com • Portfolio: himanshkumar.com

Content designer and strategist with 15+ years of experience simplifying complex products through content strategy, information architecture, and AI.

Core expertise

Content strategy • Information architecture • AI & prompt design • Content systems • Design systems • Taxonomy • Conversation design • Localisation • Experimentation

Experience

Decathlon / Staff content designer

2024 - Present

Driving content design and strategy for Decathlon's upper funnel e-commerce experience, shaping navigation, homepage, pricing, product listing, and product detail pages.

Building an AI-powered content assistant enabling product teams to create customer-facing content aligned with content design principles and brand standards.

Leading content experimentation and A/B testing, using qualitative and quantitative insights to improve customer journeys and inform product decisions.

Adyen / Senior content designer

2022 - 2024

Led the strategy and IA for a unified merchant experience serving enterprise customers including Nike, eBay, Uber, and Vinted.

Established content standards for the design system, enabling more consistent product experiences across markets and teams.

Mentored early-career content designers through coaching, critique sessions, and knowledge sharing.

PayPal / Staff content designer

2019 - 2022

Led content design and strategy for buy now, pay later experiences across Brazil, Mexico, and India, creating localisation-ready content for global markets.

Designed a self-service privacy experience that gave customers greater control over their personal data.

Designed onboarding experiences for CIP/KYC journeys across the US and UK, simplifying complex compliance requirements and reducing customer friction.

Earlier experience

Restore Design / Customer experience designer

Designed customer journeys and service experiences for global brands including Nokia, Pepsi, and Walmart.

Tapzo / Conversation designer

Created chatbot personas, conversation flows, and multilingual conversational experiences for a chat-based concierge platform.

Education

ICFAI University / Bachelor's degree, Economics and Psychology