

KRISHNA HAZARIKA

Product Designer - UX/UI · Design Systems · Motion

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Summary

I'm a Product Designer with 8+ years leading end-to-end UX/UI for complex, data-dense platforms across e-mobility, supply chain, IoT, and AI-driven consumer products. Own product strategy and design systems from discovery through final asset handoff and launch, translating ambiguous user and business problems into measurable outcomes. My recent focus: building an AI-native design process, combining user research, state-driven interaction design (Rive/Lottie), and AI-assisted prototyping, to ship production-ready UI faster without losing rigor in research or usability testing.

Professional Experience

Product Designer - Creative Rascals, Noida

Jan 2026 – Present

- Co-own an AI-powered cognitive development platform and work on the product strategy, UX, UI, design systems, and motion language for it, shaping the roadmap across 6 user-facing modules alongside a cross-functional team of 5.
- Interactive cognitive tasks cut perceived task-load time by 20% and lifting session completion by 15% in early task based user testing.

Senior UX/UI Designer (Remote) - YUJ Designs, Pune

Feb 2022 – Aug 2025

- Led end-to-end UX/UI for 10+ projects spanning supply chain management, electric mobility, fleet management, and arts domains, working as both design lead and individual contributor across teams of 4-8 engineers, PMs, and researchers.
- Designed the core UX for a large-scale supply chain management platform used across 10+ enterprise clients, simplifying complex simulation workflows into a coherent, testable interface, shipped as flagship work. Designed a capacity planner that achieved a 50% reduction in planning time and 30% fewer SLA breaches.
- Led UX/UI for an EV Driver's app, designed the check-in experience to reduce check-in time by 56% (from 8 to 3.5 minutes) and boost driver satisfaction by 35%.

Lead Consultant UI/UX (Remote) - WorxWide Consulting, Gurugram

Nov 2021 – Feb 2022

- Delivered UI/UX design for an immersive Remote project management platform, collaborating with cross-functional teams

UX Designer (Remote) - Smitch, Coimbatore

Jul 2020 – Jul 2021

- Designed the app experience for Smart home appliances and energy-saving features in the IoT domain, improving first-time setup completion by 25% and cutting onboarding steps from 9 to 5.

UI/UX & Motion Designer - Little Yellow Beetle, Gurugram

Mar 2017 – Jul 2020

- Led UI, UX, and motion design across 15+ client engagements for B2C and media brands, alongside 3D and broader creative digital work.
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Skills

- UX Design:** User Research, Usability Testing, User Personas, User Journey Mapping, User Flows, Information Architecture, Wireframing
 - UI Design:** Design Systems, Visual Hierarchy, Accessibility, Responsive Layouts, Prototyping, Design Thinking
 - Motion Design:** Rive (interactive/state-driven animation), Lottie Animations, Micro-interactions, Animated Prototypes
 - AI-Native Workflow:** Research, Rapid prototyping, wireframing, UI exploration, and design validation using ChatGPT, Claude, Figma Make, Lovable and other ai tools.
 - Tools:** Figma, Framer, Rive, Lottie, After Effects, Illustrator, Photoshop
 - Collaboration:** Remote Team Leadership, Stakeholder Management, Agile, Design Sprints, Cross-Functional Sync
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Education

Bachelor of Science in Multimedia - Punjab Technical University, India (2010 – 2012)

Certification

- Interaction Design Foundation - Mobile User Experience (UX) Design
 - Google UX Design Professional Certificate
 - Swayam.gov.in - Maya (3D design)
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Language

English (Fluent), Hindi (Fluent), Assamese (Native)