

Kanika Kumar

Product & User Experience Designer

kanikakumar52@gmail.com | +1 917 302 4212 | www.kanika-kumar.com

EDUCATION

University of Pennsylvania | Master of Integrated Product Design (M:IPD) *JUL 2023 - MAY 2025, PHILADELPHIA PA*
Joint program between Wharton Business School, Penn Engineering & The Weitzman School of Design.

Rhode Island School of Design | Bachelor of Fine Arts in Industrial Design (BFA) *SEPT 2015 - JUN 2019, PROVIDENCE RI*
Cross-registered courses at Brown University and Massachusetts Institute of Technology, minor in Scientific Inquiry.

PROFESSIONAL EXPERIENCE

ANDX | Head of Design *AUG 2025 - Present, NEW YORK NY*

- Sole designer leading end-to-end design across product, brand, and growth; built the official website and launched web, mobile, and payments apps, delivering core features including payments, crypto exchange, and wallet trading.
- Elevated UX and engagement through improved IA, interaction design, and gamification; co-designed an AI enabled trading assistant with predictive, behavioral, and look-back intelligence for personalized trading insights.
- Drove user research and GTM validation to uncover adoption barriers, translating insights into education-first flows for crypto novices, simplified trading experiences, and Meta ad testing to validate messaging.
- Created investor pitch decks supporting fundraising efforts, contributing to \$50M+ raised and a \$500M valuation, Design contributions supported growth to 1M active users and \$2.5B+ annual trading volume.

SaltCast, An NSF Startup | Product Design Lead *JUN 2024 - MAY 2025, NEW YORK NY*

- Independently designed and prototyped a web-based forecasting tool using machine learning to model salinity and corrosion exposure from large-scale watershed and estuary datasets.
- Conducted user research across technical and non-technical audiences, bridging communication gaps; applied AI algorithms and early LLM frameworks to translate scientific data into user-accessible insights and data visualization.
- Independently created a product pitch video and contributed to investor presentations, supporting a \$3M funding round and securing 10 letters of support from leading climate resilience organizations including the U.S. Environmental Protection Agency (EPA) and U.S. Geological Survey (USGS).

FCB Health (Part of IPG Health) | Senior Product Designer *JUN 2020 - JUN 2023, NEW YORK NY*

- Led a team of three product designers and served as Product Lead for two top-priority healthcare clients, delivering high-impact digital solutions that drove engagement and deepened client relationships.
- Spearheaded web and mobile design projects that translated complex medical innovations into intuitive experiences, contributing to increased client satisfaction and retention.
- Directed cross-functional collaboration with engineers and product managers, advancing design system practices and cutting project cycle time by 50%.
- Co-developed one of the agency's first AI-integrated products, an LLM-powered agent that helps dog owners quickly determine whether an ingested substance is toxic.

Coach, Inc. (Part of Tapestry, Inc.) | Handbags & Accessories Designer *JUL 2019 - JUN 2020, NEW YORK NY*

- Led the design and launch of women's handbags, accessories, and branded capsule collections, including four seasonal lines and three high-profile collaborations with Disney, Marvel, Apple, and Sephora.
- Developed and pitched a Tim Burton-themed product concept to Coach executive leadership.
- Conducted market research to anticipate trends and user needs, generating five new product concepts.

SKILLS

AI & Emerging Technology: AI/ML Product Design, LLM Applications, AI Agents, Data Visualization

Product Design & User Experience: User Research & Testing, Interaction Design, Information Architecture, Wireframing & Prototyping, Visual Design, UI Design (Web & Mobile), AR/VR Interfaces, Accessibility (WCAG), Responsive Design

Product & Strategy: Product Roadmapping, UX Metrics & Analytics, Go-To-Market Strategy, MVP Development & Scaling, Design Systems, Design Thinking, Cross-Functional Collaboration, Agile, Team Leadership

Tools & Software: Figma, Adobe Creative Suite, Framer, Miro/FigJam, Jira, 3D Modeling, Coding (HTML/CSS/JS basics)