

# MANOJ KUMAR

## Senior Product Designer

Seeking to leverage extensive experience in UI/UX design, design systems, and user-centered design principles to excel as a Senior Product Designer at tabby. Proven ability to craft intuitive, engaging, and conversion-driven e-commerce experiences. Passionate about contributing to tabby's mission of reshaping financial freedom through innovative product design and a deep understanding of user needs. Eager to collaborate with the Growth and Retention team to optimize the Tabby Shop platform and drive user engagement.

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## PROFESSIONAL SUMMARY

- Led UI/UX design for over 20 projects, encompassing user interface and user experience optimization.
- Successfully tackled complex design challenges for diverse user bases, including international markets.
- Designed and implemented scalable design systems for web and mobile applications.
- Introduced motion graphics and micro-interactions to enhance user engagement and usability.
- Mentored over 100 aspiring designers, providing guidance for career growth.

## SKILLS

**Technical Skills:** Figma, UI Design, UX Design, Design Systems, Wireframing, Prototyping, Adobe XD, Sketch, InVision, User Flows

**Soft Skills:** Communication, Collaboration, Problem-solving, Creativity, Adaptability, Leadership, Mentorship, Time Management, User Empathy

**Core Competencies:** User-Centered Design, Visual Design & Branding, Design Systems & Scalability, Collaboration & Communication, Problem-Solving & Innovation

## WORK EXPERIENCE

### LEAD UI DESIGNER (Aug 2024 - Present)

#### Red Baton (Bangalore, India)

Led the UI/UX design domain at Red Baton, engaging in the creation of intuitive, user-friendly platforms. Conducted extensive usability tests and incorporated feedback for iterative design improvements. Addressed complex design challenges such as ambiguities in user interface requirements, yielding solutions that not only resolved existing issues but also enhanced the user experience. Played a pivotal role as the Consulting Founding Product Designer for an innovative AI-based platform, focusing on sales optimization. Developed wireframes, high-fidelity UI designs, and a comprehensive design system in Figma to ensure product consistency. Introduced dynamic elements such as motion graphics to the user interface, making for a more engaging user experience, especially with AI-driven features like the AI Wayfinder. Ensured effective collaboration between design and development teams to actualize designs without compromising on their intended impact and functionality.

- Spearheaded user-centric design initiatives for scalable web and mobile applications, serving diverse international user bases.
- Drove usability testing and iterative design enhancements, achieving heightened user satisfaction and increased task completion efficiencies.
- Championed the inaugural product design efforts for an AI-powered sales platform, setting the foundation for user adoption and engagement.
- Innovated motion graphic integrations and micro-interaction designs, significantly enhancing user experience and interaction with AI features.
- Collaborated closely with developers to ensure design integrity and technical feasibility across implementation phases.

#### Achievements:

- Designed and delivered Power BI dashboards, establishing intuitive and user-friendly interfaces.
- Consistently completed design projects ahead of schedule by 10%, enhancing client satisfaction and trust.
- Crafted a design system with standardized, reusable components, reducing development bottlenecks by 15% and accelerating deployment timelines.
- Elevated team productivity by 40% through the implementation of optimized design systems and methodologies.
- Continuously provided designs that aligned with client objectives, resulting in repeated client engagements and increased satisfaction scores.

### DESIGN MENTOR (Mar 2022 - Present)

#### ADPList.org (Remote)

Responsible for fostering a growth mindset within the design community by providing constructive feedback and guidance to aspiring designers.

- Provided design mentorship to over 100 aspiring designers, offering personalized guidance and constructive feedback to support their professional development and career growth.
- Guided mentees in securing positions at top-tier organizations by providing tailored advice on portfolio optimization, interview preparation, and professional networking strategies.
- Facilitated workshops focused on essential design skills, including portfolio development, interview techniques, and industry best practices, empowering mentees with the knowledge and tools to succeed in the competitive design landscape.

#### Achievements:

Mentored over 100 aspiring designers, many of whom successfully secured positions at top-tier organizations.

### LEAD UI/UX DESIGNER (Jan 2018 - Jul 2024)

## **Divami Design Labs Pvt. Ltd. (Hyderabad, India)**

Responsible for leading and managing the design process for multiple projects simultaneously, ensuring timely delivery and high-quality output that met client expectations.

- Led and managed the end-to-end design process for over 20 projects, ensuring on-time delivery and high-quality output that met both user needs and business goals.
- Led the UI/UX design, from conception to implementation, for a diverse range of projects, encompassing user research, wireframing, prototyping, visual design, and usability testing.
- Designed and implemented customer support tools and optimized post-purchase user flows, enhancing the overall customer experience and streamlining issue resolution processes.
- Created reusable design templates and components, streamlining workflows and contributing to a more efficient and collaborative design process.

### **Achievements:**

- Successfully led the design of systems for over 20 projects, demonstrating a strong track record of delivering high-quality design solutions.
- Designed customer support tools and optimized post-purchase user flows that resulted in an improved customer experience during issue resolution.
- Introduced reusable templates that streamlined workflows, reduced project timelines, and improved design consistency.

## **EDUCATION**

### **PG DIPLOMA IN UI DESIGN AND DEVELOPMENT (2017 - 2017)**

ICAT Design and Media College, Bangalore

### **B.SC. IN MULTIMEDIA AND ANIMATION (2013 - 2016)**

Vellore Institute of Technology, Vellore, India

## **ACHIEVEMENTS**

- Led design of Power BI dashboards, yielding intuitive and scalable interfaces.
- Delivered projects 10% ahead of projected deadlines, resulting in heightened client satisfaction.
- Implemented standardized, reusable components, diminishing development bottlenecks by 15% and expediting deployment cycles.
- Enhanced team efficiency by 40% by implementing optimized design systems and processes.
- Delivered user-focused designs aligned with client goals, resulting in increased client satisfaction.

Casestudy password: Design55