

hello

I'm Rahul

Product designer

I am a Product designer(Ux/Ui) driven by a passion for understanding and translating people's stories into user-centered design solutions. My curiosity fuels my creativity, and I find deep satisfaction in transforming business goals into user-friendly experiences. By staying current with design trends, I strive to craft seamless and memorable interactions for users.

- Portfolio
- Dribbble
- Linkedin
- Instagram

EDUCATION

Bachelor of Design (B.Des)

NIFT, Communication Design,
C.G.P.A- 8.8

(2017-2021)

Senior Secondary (XII),

D.A.V Bokaro steel city (CBSE), 91.50
% (Science-PCM)

(2014-2016)

SKILLS

- Product Design
- Interaction design
- Design Thinking
- User Research
- Wire-framing
- Prototyping
- Usability Testing
- Problem Solving

TOOLS

- Figma
- Illustrator
- Photoshop
- After Effects
- Premiere Pro
- Protopie
- Miro
- Dovetail

INTERESTS

- Drawing
- Content Creation
- Art & Craft

CONTACT

+91 9534011138

design.rahulkumar@gmail.com

EXPERIENCE

UX & UI designer / AJIO Business

Feb 2023 - Present

- Collaborate with the Ajio seller team to understand their design needs and develop creative solutions to meet their requirements.
- Develop design briefs and project timelines to ensure timely delivery of high-quality designs.
- Conduct research and stay up-to-date with the latest design trends and technologies.
- Build and maintain relationships with our sellers and other stakeholders to ensure their needs are met and their expectations are exceeded.
- Work with cross-functional teams to ensure smooth communication and collaboration across departments.
- Develop and implement design processes and standards to ensure consistency and quality across all projects.

UI/UX designer / Betterhalf.ai

OCT 2021 - Jan 2023

- Worked on user retention, and engagement through frequent product improvements across onboarding discovery and other feature’s journey - within the Betterhalf.ai app.
- Formulated user flows that resulted in smooth and instinctive user interactions, enhancing overall user experience.
- Established processes with the right tools that optimised the way that designers work and interact with users, developers, product managers, content writers, and other stakeholders
- Collaborated closely with developers, guaranteeing the effective execution of design components.
- AstroZodiac app:** Pioneered the creation of an innovative astrology app by conducting extensive research and leading its design, which subsequently evolved into a successful new business vertical within BetterHalf Company.

Visual Designer / Betterhalf.ai

Jan 2021 - Sep 2021

- Generated innovative and **creative design ideas** to address user challenges.
- Collaborated with **cross-functional teams to gather feedback** and iterate on designs.
- Ensured consistency** and adherence to **design guidelines** across the product.
- Iterated on designs based on **user feedback and usability testing** results.

Visual Design Intern / Isharya

Nov 2020 - Dec 2020

- Generated **compelling website creatives**, incorporating design elements to mirror the brand's identity.
- Crafted intricate **2D animated graphics**, infusing dynamic visual elements into marketing materials.
- Produced captivating GIFs** that adhered to the brand's requisites, enhancing online engagement and communication.