

RAJAT KUMAR

LEAD UI/UX DESIGNER



CONTACT

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Gurugram, Haryana 122018

SKILLS

- Figma
- Adobe XD
- Photoshop
- Illustrator
- After Effects
- Premier Pro
- Product Design
- User Interface Designing
- User Experience Design
- Wireframing
- Prototyping
- Requirements Discovery
- User Research
- Interaction Design
- Content Designing
- Visual Design
- Design Review
- Graphic Designing
- Design Engineering



PROFILE

Lead UI/UX Designer with 7+ years of experience delivering intuitive, user-centric digital experiences across web and mobile platforms. Proven ability to translate complex business challenges into elegant, scalable design solutions through deep user research, data-driven insights, and polished high-fidelity prototypes. Expert in design systems, interaction design, and usability best practices, with hands-on mastery of tools like Figma, Adobe Creative Suite.



WORK EXPERIENCE

ADSPARKX MEDIA

2024 - Present

Lead UI/UX Designer

At Adsparkx Media, I lead the UI/UX efforts for enhancing our campaign management ecosystem. I currently work with a diverse cross-functional team to transform a previously limited analytics tool into a full-scale, AI-integrated campaign management platform.

- **Redesigned AdScale:** Initially, I focused on improving AdScale a complex, dashboard-only reporting tool with no campaign execution capabilities. I collaborated closely with cross-channel teams and key stakeholders to identify critical business needs and usability gaps. This work laid the foundation for a complete overhaul that supports end-to-end campaign management from execution to reporting.
- **Conceptualized & Built AdUnbox:** To address broader user and business requirements, I spearheaded the development of a new tool called AdUnbox. This platform was designed with AI integration to avoid over/under delivery and automate invoice tracking, ensuring campaign efficiency and financial accuracy.
- **User-Centered Design Approach:** Conducted in-depth user research through persona creation and structured questionnaires. Engaged in continuous feedback loops with end users and stakeholders. Led the design cycle from low-fidelity wireframes to high-fidelity interactive prototypes using Figma, Photoshop, Illustrator, and Adobe XD.
- **Impact:** Successfully unified fragmented workflows, significantly improving usability, campaign execution turnaround time, and reducing manual errors through intelligent automation. This also provides a good user Interface (UI) and User Experience (UX).

SOFT SKILLS

- Collaboration & Teamwork
- Creative Problem Solving
- User-Centered Thinking
- Adaptability & Flexibility
- Client Management
- Attention to Detail
- Project Ownership
- Time Management
- Feedback Integration
- Presentation & Storytelling
- Decision Making
- User Focused

STRENGTHS

- Leadership
- Creativity
- Communication
- Time Management
- Planning
- Effective Communication
- Collaboration
- Problem Solving

LANGUAGES

- English (Fluent)
- Hindi (Fluent)
- Punjabi (Fluent)

CERTIFICATIONS

- Google UX Design Professional Certificate
- Udemy User Experience Design Essentials
- Diploma - Graphic Design

Agdova Technologies

UI/UX Designer

2018 - 2024

At Agdova Technologies, I led key UI/UX initiatives focused on redesigning enterprise tools to improve usability and collaboration. Working with stakeholders across the US and Ghana, I delivered scalable and intuitive user experiences across the organization's internal platforms.

- **Revamped EBIMS HRMS Platform:** I redesigned the EBIMS HRMS tool, transforming it from a legacy system into a modern, user-centric platform. This all-in-one solution integrates CMS with modules for employee time tracking, payroll, leave management, user roles, and invoice processing. My role involved gathering business requirements, refining workflows, and delivering a more collaborative user experience.
- **Designed EBIMS Radio (Rebrand of Airwatch):** I led the design of EBIMS Radio, a rebranded and feature-rich evolution of Airwatch. Unlike its predecessor, EBIMS Radio was built to clearly represent its complete offering from radio and TV broadcasting to scheduling and client management. Through user research and stakeholder feedback, I crafted an interface that was both accessible and aligned with the platform's redefined brand value.
- **Collaboration & Tools:** Throughout the project, I collaborated closely with the development and QA teams to ensure seamless implementation. I used tools like Figma, Adobe XD, Photoshop, and Illustrator to create wireframes, high-fidelity prototypes, and visual assets, maintaining design consistency and usability across devices.
- **Impact:** My contributions resulted in significantly enhanced user experience (UX), increased stakeholder satisfaction, and a more polished, cohesive product ecosystem. The redesigned platforms now offer improved usability, better navigation, and a clear representation of business functions.

Softstudioz

Senior Graphic Designer

2018 - 2018

- Designed and optimized interactive landing pages for clients and advertisers to boost engagement and conversions.
- Created logos, banners, ad creatives, brochures, and flex boards using Photoshop, Illustrator, and Adobe XD, maintaining brand consistency across assets.

Shopmantra

Graphic Designer

2017 - 2018

- Designed custom graphics for digital printing across a variety of products and ensured production-ready artwork.
- Managed daily creatives and handled product listings on Amazon and Flipkart, supporting smooth e-commerce operations.

REFERENCE

Arpita Gupta

Manager Programmatic at WPP

Phone: +91-7976796206

Email : gupta.arpita98@gmail.com

Ankita Gupta

AVP at JP Morgan Chase

Phone: +91-8770342759

Email : gankita181@gmail.com



EDUCATION

Master's Degree - MBA	Pursuing
Swami Vivekanand Subharti University	
<ul style="list-style-type: none">Information Technology & Marketing Management	
Bachelor's Degree - BCA	2023
Swami Vivekanand Subharti University	
<ul style="list-style-type: none">Bachelor Of Computer Application	
Computer Science Engineering - Diploma	2017
Seth Jai Parkash Polytechnic	
<ul style="list-style-type: none">State Board Of Technical Education, PanchkulaComputer Science Engineering	
Senior Secondary - Science	2014
New Happy Sen. Sec. School	
<ul style="list-style-type: none">Board Of School Education HaryanaNon-Medical (Science)	
Matriculation	2012
Star Way High School	
<ul style="list-style-type: none">Board Of School Education Haryana	