Ajay Kumar

UI / UX Designer (10+ yrs. exp.) || UCA (HFI) ||

UX & Design Thinking (ImaginXP) || Usability (IDF)

I'm focused on creating meaningful user experiences through design.

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Phone – (+91) 9810779022, **Place** - Delhi NCR

Portfolio –
https://www.taxmann.com/emailer/akumar/portfolio/
....
https://www.behance.net/akumar9186799

Education

MCA, St.Peter's University

User Centre Design (UCA), Human Factor International (**HFI**)

Design Thinking & UX Design, ImaginXP (New Delhi)

ADIM (Advance Diploma in Multimedia), Arena Multimedia (South Ex., New Delhi)

The Practical Guide to Usability (IDF) Online Study

Skills

User Research

Personas

Wireframing

Prototyping

Visual Design

Product Strategy

Tools

Photoshop, XD,

Illustrator, Balsamic

CorelDraw, Flash,

Dreamweaver,

HTML & CSS, JS,

Bootstrap

Work Experience

TAXMANN, UI / UX Designer Head

July 2012 – Present, New Delhi, India

Spent time in Research and analysis for the gap between real user and the product which was existing at the time I joined the company. Got many deficiencies of information architecture / user flow / design and others too.

Reviewed the most requested features and also had an eye on the spaces where should work for product features improvements. Redesigned search features and content display system and added more features like save research data directly to Dropbox and others delightful experience too. Also designed a desktop dashboard for GST for an internal client and maintained other product website and app too in Taxmann

E-SOFT COMMUNICATIONS, UI / Web Designer

Nov 2010 - July 2012 · Gurgaon, India

Incorporated user research (secondary research for the data and others) and usability testing for one of e-soft project Intelex (some part) / BizMerlin (in-house product). Supported UI help in all internal and off source clients as well.

CARDINAL TECHNOLOGY, Web/Graphic Designer

Sep 2008 - Nov 2010 · Lucknow (UP), India

User Research/persona creations for clients new project and also conducted human usability testing for internal projects. Other UI work as per company internal / outside product.

SRM Techsol, Web / Graphic Designer

Sep 2006 – Nov 2008 · Lucknow (UP), India

Tested heuristic usability tests manually for landing page of company website, user research for apps and refrigeration products ie. CareerCo.com, SRM website, Veda etc.