

Ankit Kumar *UI/UX Designer*

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Product Designer with 1+ years of experience designing scalable digital products across fintech, SaaS, and mobility domains. Skilled in end-to-end product design, including user research, interaction design, prototyping, and design systems. Proven ability to translate complex workflows into intuitive user experiences, improving conversion, efficiency, and engagement. Experienced in collaborating with cross-functional teams and leveraging data-driven insights to ship high-impact solutions.

PROFESSIONAL EXPERIENCE

GoodScore | UX Designer

Bengaluru, India | Feb 2026 – Present

- Designed loan, repayment, and transaction flows, improving task success and reducing drop-offs
- Built a design system (colors, type, components), improving consistency and speeding up design-to-dev by ~30%
- Improved onboarding and payment flows, increasing completion rates and reducing user hesitation
- Simplified transaction and payment journeys, reducing cognitive load and improving task time

Uber | UX Designer

Bengaluru, India | Jun 2025 – Nov 2025

- Designed multimodal transportation experiences (Intercity, Metro, UK Trains, HCV) under Horizon
- Increased booking success rate by 20% and reduced booking steps by 35%
- Improved operational efficiency by 25% through the redesign of fleet management dashboards
- Partnered cross-functionally with PMs, engineers, and researchers from concept to launch

Wendor Innovations | UI/UX Designer & UX Researcher

Gurugram, India | Dec 2024 – May 2025

- Owned end-to-end design of SaaS dashboard and mobile applications
- Improved task completion efficiency by 30% through workflow restructuring
- Reduced cognitive load by simplifying complex user journeys
- Designed AI-powered forecasting interfaces, reducing stockouts by 28%

Accenture | UI/UX Designer (Intern)

Bengaluru, India (Remote) | Jun 2024 – Aug 2024

- Built and scaled design systems, improving UI consistency across products
- Conducted UX audits and implemented standardized components and patterns
- Delivered high-fidelity prototypes and ensured seamless developer handoff

EDUCATION

National institute of Design, Ahmedabad

Bachelor of Design – Product Design (UX Specialization) | 2021 - 2025

CERTIFICATIONS

Google UX Design Professional Certificate
Interaction Design Specialization – Coursera
Design Thinking: Lead Change in Your Organization – IDEO U

SKILLS

Product Design & UX

User Experience Design, Interaction Design, Visual Design, Design Systems, Component Libraries, Accessibility, Responsive Design

Research & Product Thinking

User Research, Usability Testing, Workflow Mapping, Data-Driven Design, Problem Framing, Product Thinking

Tools & Tech

Figma, Sketch, Adobe Creative Suite, Framer, Google Analytics, Microsoft Clarity, HTML5, CSS3