Ankit Kumar

Product Designer · Fintech · Mobility · SaaS

Bengaluru, India · Open to remote / relocation | +91 7070474312 | artistankit123456@gmail.com
ankitdesign.com | linkedin.com/in/kumarankit123456

SUMMARY

Product Designer with 2 years of in-house experience shipping consumer and B2B apps across fintech (credit health, payments), mobility (Uber) and SaaS. I lead design from discovery to delivery: framing the problem with PMs, engineers and data, setting the success metric, prototyping end-to-end flows, and testing with users before launch.

At GoodScore I built the product's design system from the ground up and own its payment journeys; at Uber I raised booking success by 20% across multimodal transport, including UK Trains. NID Ahmedabad graduate with a strong eye for typography, grids and cross-platform design systems.

EXPERIENCE

GoodScore · UX Designer — Feb 2026 – Present
Fintech, credit health · Bengaluru

- Led the design system for the entire product: shipped 37 components (454 variants) and 61 semantic tokens, documented across 31 pages, so teams build consistent screens faster
- Own design of payment, repayment and post-payment journeys end to end, working to reduce drop-offs and improve payment success
- Designed Credit Alerts, turning raw bureau data and report insights into a simple, actionable credit-health experience
- Built a scalable credit-alert framework covering the key positive and negative score drivers, so new alerts ship without new design work
- Partner daily with Product Owners, engineers and data to define customer needs and review release performance after launch

Uber · UX Designer — Jun 2025 – Dec 2025
Horizon, multimodal transport · Bengaluru

- Designed new-market transport experiences (Intercity, Metro, UK Trains, HCV), adapting flows to local rules and rider behaviour
- Raised booking success rate by 20% and cut booking steps by 35% through end-to-end flow redesign and prototyping
- Redesigned fleet management dashboards on web, improving operational efficiency by 25%
- Took features from concept to launch with PMs, engineers and researchers, presenting design decisions in reviews

Wendor Innovations · UI/UX Designer & UX Researcher — Oct 2024 – May 2025
SaaS · Gurugram

- Owned end-to-end design of the SaaS web dashboard and companion mobile apps, from wireframes to production specs
- Ran user research and usability tests that drove a workflow restructure, improving task completion efficiency by 30%
- Designed AI-powered forecasting interfaces that reduced stockouts by 28%
- Simplified complex operator journeys to cut cognitive load for first-time users

Accenture · UI/UX Designer (Intern) — Jun 2024 – Aug 2024
Bengaluru (Remote)

- Designed the UI for a smart fridge app, from key screens to a complete high-fidelity interface
- Defined a consistent visual language and reusable components for the fridge experience
- Prototyped the flows and handed off final designs to developers for implementation

SKILLS

Product design: end-to-end flows, wireframing, interaction design, prototyping, iOS / Android / web, responsive design, accessibility

Visual craft: typography, grids, visual design, cross-platform design systems and component libraries

Research & strategy: user research, usability testing, problem framing, workflow mapping, metric definition, data-driven design

Tools: Figma, Framer, Sketch, Adobe Creative Suite, Google Analytics, Microsoft Clarity, HTML5 / CSS3 for simple coded prototypes

EDUCATION & CERTIFICATIONS

National Institute of Design, Ahmedabad — 2021 – 2025
Bachelor of Design, Product Design (UX Specialisation)

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