



## SANDEEP KUMAR

Designation: Lead UX Designer

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### PROFESSIONAL SUMMARY

Strategic and user-obsessed Lead UI/UX Designer with 14 years of experience creating seamless digital experiences across web and mobile platforms. Proven track record of leading design teams, scaling design systems, and driving product vision from ideation through launch. Adept at balancing business needs, user goals, and technical constraints to deliver intuitive, accessible, and high-impact products. I bring a balance of hands-on design expertise and strategic leadership to build and grow exceptional design teams.

### SKILLS & COMPETENCIES

- Enhance the user experience by creating seamless navigation within the web based application through quantitative research.
- Equipped with knowledge of all phases of UX Life Cycle with understanding of Project requirement, Research, Design, Analysis, Client Interaction and Coordination.
- Experience in SAAS product design
- Experience in mobile app (iOS/Android) or mobile web UX/UI design
- Develop UX strategy, UI guidelines, storyboards, wireframes, user flows, interactive prototypes, and carefully crafted visual specifications.
- Experience in user behaviour, psychology and User testing results to support hypotheses made on UX.
- Flexible, curious and creative, open for new things and able to propose innovative ideas.
- Collaborate with cross-functional teams, including product managers, design leads, developers, and other designers, to ensure a cohesive and integrated product experience.
- Team management & leading.

### TECHNOLOGIES & TOOLS

Core Competency	User Research, Qualitative and Quantitative research, Wireframe, Prototype
UX Methodologies	User Experience Design, Design Thinking, User Flow, IA, Personas, Survey, Heuristic Evaluation, Lean UX, Usability Testing, Swot Analysis
UI Methodologies	Interaction Design, User Interface, Visual Design
UX Tool	Figma, Adobe XD, Balsamiq, Sketch, Marvel, Zeplin, Maze
Design Tool	Adobe Photoshop, Adobe Illustrator, Adobe InDesign
Technologies/ Frameworks	HTML5, CSS3, Bootstrap, Tailwind,
Design System	Material Design, Apple, UX4G
Domain/Industry	Ad Tech, SAAS Product, Air Cargo, Travel , Airline, Education, Housing, Healthcare, Fintech
Build Tools / IDE	Visual Studio Code, Notepad++, Sublime
Project Technologies	Jira, Azure, MS office, Power BI
Version Control	Git
Methodologies	Agile, Scrum
Operating Systems	Windows, Mac
Industry certification	HCI Certified, UX Certified, Design Thinking, Design Accessibility

## WORK EXPERIENCES

### **Coforge Ltd.**

Lead UX Designer

February 2021 to March 2025

- Lead a team of 4 designers across multiple product initiatives, providing guidance, feedback, and mentorship.
  - Work collaboratively within an agile process with, UX designers, Product owners, Project managers and Scrum master.
  - Worked on user interfaces and interactions for SAAS applications to be intuitive, user-friendly, and efficient.
  - Organized and attended numerous workshops related to UX.
  - Planning the estimation of sprint task and participation in each retrospection meetings in order to analyze the overall work efficiency and other metrics.
  - Produce user flow, Use cases, Wireframes, story boards and visual designs.
  - Present design Prototype to executive management.
  - Support development and testing efforts.
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### **Edique Solutions Pvt Ltd.**

Lead UI/UX

August 2019 to October 2020

- Improving UX/Visuals for Web properties and mobile applications through quantitative/qualitative research and value-added IxD/VD deliverables.
  - Engage with Project stakeholders and intelligently integrate findings into designs as needed.
  - Worked on Dashboard, ERP, CRM and Business Enterprise Module.
  - Collaborate with other leads and program management staff to establish clear design tasks, schedules, and expectations for the CMS team.
  - Explore multiple visual directions and create concepts.
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### **Extramarks Education Pvt Ltd.**

Lead Product Designer

November 2018 to July 2019

- Independent contributor and comfort working in a fast paced environment.
  - Brainstorming of project, do Competitive analysis and research.
  - Generating wireframes, interactive prototypes and hi-fidelity visual UI design mockups.
  - Create and organize HTML 5 Templates, project style guides, pattern libraries, and asset repositories.
  - Create Visual Designs and Specs for web & mobile app.
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### **Spaak Super Tec Pvt Ltd.**

Lead Designer - (UI/UX)

August 2015 – March 2018

- Responsible for the creative direction of all product design, mobile app and social media.

- Created User Flow, Information Architecture, wireframes and interactive prototypes.
- Interact with clients and understand their business and suggest a better solution for them.
- Created a systematic approach for delivering assets and design specifications to front-end developers.

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## Exponential Interactive Pvt Ltd.

November 2011 – June 2015

Sr. Product Designer (UI/UX)

- Produce wireframes and visual designs for digital ad, video driven ad and other digital ad products.
- Develop and maintain design patterns.
- Interacting with clients for creative design requirement, analysis & planning.
- Worked upon several online digital Ads products like; illuminate, Shine, Glow, Expandable Banner, Side kick, Pushdown, Half page, Std. Banners, Filmstrip, Video Ads, Ado tube, Blaze, VDX, Billboard etc.

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## Q2A Media Pvt Ltd.

April 2010 – September 2011

Web Designer

- Create visual layouts for micro website and convert into HTML.
- Worked on WBT & CBT and design GUI's for k12 learning.
- Create character, 2d graphics and animation for K12 learning materials.
- Create visual elements like logos, Images, mailers, flyers, brochures and other graphics elements.

## CERTIFICATIONS

- **Design Accessibility** – Skillsoft - 2024
- **Design Thinking** – Skillsoft – 2022
- **HCI** – Interaction Design Foundation – 2018
- **UX & Web Design Master** - Udemy – Sep 2017
- **User Experience** – Udemy - Apr 2017

## EDUCATIONAL QUALIFICATIONS

- **BBA** from DIMS, Delhi - 2009
- **ADCMA** from Animax Technologies - Patna - 2005
- **Intermediate** from BIEC Patna - 2002
- **High School** from BSEB Patna – 2000

## PERSONAL DETAILS

Father's Name	:	Mr. Daya Shankar Prasad
Date of Birth	:	7 <sup>th</sup> Feb, 1986
Passport no	:	X7481663

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