

# Satish Kumar

UI/UX Product Designer

## SUMMARY

### Director of Design

I'm a passionate designer, a skilled craftsman at creating delightful customer experiences, a champion for UX design, skilled mentor, leader and coach. I've most recently held strategic design leadership positions in global B2B/SaaS organizations working mostly on cloud-native enterprise software products.

I have designed and delivered invigorated brand and customer experiences across web, mobile, print and video. I've also defined and documented brand identity and developed design systems for corporate brand management that support the go to market strategies.

As a hands-on designer, I have extensive experience in Lean UX, UX Research, Product Design and Brand Design working in an Lean / SAFeAgile Software development. Executed primary and secondary design research for products and have conducted and facilitated design sprints and workshops for non-designers. I'm an UX generalist and have owned UX Research, Interaction design, prototyping, Design Standards, Design Ops, Design sprints and helped create engaging, usable and useful products during my most recent tenure.

I also have extensive experience in attracting, leading and inspiring high performance and talented, research, data-driven, geographically distributed design teams. I'm passionate about collaborating with other functions like Product, Engineering, Marketing and many more teams. I've worked with some pretty renowned international brands and also helped small and mid-size organizations scale design on the way.


## WORK EXPERIENCE

### JustDesignCo / Design Director

OCT 2020 - PRESENT, EUGENE, OR

I've been consulting with startups, small and mid-size businesses on SaaS, mobile and web application design as well as enterprise web redesign projects, creating functional prototypes. Hands-on design experience from user research, wireframing and prototyping, engaging with stakeholders, producing UX deliverables that support product delivery and growth. Work closely on strategy and direction as well as delivery of design prototypes and involved in the design process from inception to launch in an Agile Software team. Worked extensively on Figma, Sketch, Mural and Invision, developed comprehensive design systems.


Domains: B2B/Enterprise, Dev Tools, Higher Ed, ECommerce


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 Eugene, OR, USA

## OBJECTIVE

A highly creative, strategic, goal-oriented, product designer with 15 years of experience specializing in crafting delightful user experiences in B2B SaaS, seeking a full time remote product design position.

## SKILLS

User Research  
Information Architecture  
Wireframing  
Interaction Design  
Prototyping Lo/Hi Fidelity  
Visual Design  
Design Systems  
Prototyping  
Usability Testing  
Illustration  
Motion Graphics

## TOOLS

XD/Sketch/Figma  
Abstract/Zepelin  
Invision/Miro/Mural/Flinto/Principle  
Adobe Photoshop/ InDesign /Illustrator /AfterEffects / Premiere Pro/ C4D  
HTML/CSS/JS/WebFlow  
Google Analytics, Mixpanel, Hotjar, UserZoom, UXPin  
Asana, Monday, Figjam, JIRA, Azure ADO, Confluence

## EDUCATION

Bachelor of Fine Arts, BFA  
Karnatak university 2003-04 |85.6%  
Diploma in Fine Arts, DFA  
Ken school of art 1998-2003 |78.5%

## WORK STATUS

US National/Citizen

## CERTIFICATIONS/MEMBERSHIPS

Human Factors International®  
CUA#2015-5706  
LinkedIn Learning®  
Harvard ManageMentor®  
Interaction Design Foundation® iXDF  
AIGA®

# Satish Kumar

UI/UX Product Designer



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## WORK EXPERIENCE

### Progress / Director of Design / UX

MAY 2017 - OCT 2020, BOSTON, MA

Redesigned three SaaS products and two corporate Ecommerce websites, led the UX strategy, definition and design of several web-based software products in DevOps. Involved in end to end design and development from strategy to tactical deliveries as a UX generalist. Prototyped high-level concepts for clients. Established new UI/UX team and introduced design collaborations with stakeholders and SMEs. Responsible for the creation and development of new design system for the product vertical. Implemented lean UX process in an Agile software environment, worked on UX research, information architecture, UI flows, wireframes, visual design, validating design by usability testing and qualitative/quantitative research. Organized daily workflow of projects and reported to VP of product. Helped lead the design of product experiences across an entire portfolio of products and services. Worked extensively on XD, Sketch, Axure, Framer, Zepelin, UserZoom, Mixpanel and Invision. Domains: Business Apps and Systems, Ecommerce, Finance, Healthcare, Mobility, AI/ML, Conversational UI

### Kaseya / UX / Creative Director

JULY 2014 - APRIL 2017, BOSTON, MA

Worked in an Agile software development process on Virtual System Administrator, Traverse Monitoring and Command 365 products. I also led the redesign efforts of the corporate website from a static site to a responsive digital marketing machine. I led a team of UX designers, graphic designers, front-end, back-end developers, and optimization specialists. The UX and Creative efforts helped renew interest for the products as well as the brand resulting in higher market penetration and long term customer value among MSPs. Projects ranged from PWAs, Mobile apps and websites. Domains: IT, IT Security, Networking, IT Mgmt, EMM

### Cisco / UX Designer IV

JUNE 2007 - JUNE 2014, BANGALORE INDIA

UX and Creative lead for Embedded Software, Web/Desktop applications, consumer electronics and mobile apps. As a UX Manager I led a team of UI/UX designers, researchers, graphic and motion designers to build immersive and engaging digital products for OTT, television and set top boxes.

### Dhruva Interactive / Graphic Designer

JAN 2006 - JUNE 2007, BANGALORE INDIA

As a mobile game designer, I worked on mobile and console games for Xbox, PC and J2ME mobile phones. Worked on award winning mobile/PC games. The company was acquired by Rockstar games.

### Gameloft / Graphic Designer

AUG 2005 - DEC 2005, HYDERABAD INDIA

As a mobile game designer, I worked on creation and porting of mobile games for J2ME mobile phones.

### Tata Elxsi / Associate Executive

APR 2004 - AUG 2005, BANGALORE INDIA

## REFERENCES

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Available upon consideration

Thank you!

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