

Amit Kumar

SENIOR PRODUCT DESIGNER - Product Design & UX Strategy, Design Systems & Visual Design
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PROFESSIONAL SUMMARY

Strategic **Product Design Lead** with 10+ years of experience architecting scalable design systems for enterprise Fintech and Healthcare platforms. Expert in leveraging **AI-augmented workflows** to optimize Design Ops, reducing iteration cycles by 40% while maintaining 100% UI consistency. Proven leader focused on bridging the gap between business KPIs and user-centricity through data-driven governance and **AODA/WCAG-compliant** design frameworks in the Canadian market.

WORK EXPERIENCE

Product Design Lead (Design Manager), August 2019 - June 2025

Idea Fueled, India

- Directed end-to-end product strategy for 12+ enterprise clients, aligning UX frameworks with business objectives to achieve a **28% improvement in task success metrics**.
- Architected and governed a scalable **Figma Design System** deployed across 10+ products, reducing iteration cycles by 40% through standardized component libraries.
- Orchestrated cross-functional collaboration for **200+ releases**, improving delivery predictability by 30% through improved design-to-engineering handoff protocols.
- Validated 60+ UX hypotheses via event tracking and A/B testing, resulting in a **35% increase in feature adoption** for complex financial dashboards.

Senior UX/UI Designer, April 2018 - August 2019

Healthsum Life, India

- Led UX/UI execution for high-traffic healthcare applications, synthesizing research into intuitive wireframes and UI systems that **lifted usability benchmarks by 22%**.
- Optimized critical onboarding journeys, reducing navigation errors and **lowering user drop-off rates by 15%** through micro-interaction logic improvements.
- Produced interactive prototypes that **shortened stakeholder approval cycles by 18%**, accelerating time-to-market for 15+ major healthcare feature launches.

Graphic & Web Designer, January 2015 - March 2018

Sebiz Infotech, India

- Designed responsive web platforms for multi-sector clients, focusing on visual hierarchy and interaction clarity to **boost engagement by 25%**.
- Partnered with developers to ensure pixel-perfect implementation using **HTML/CSS semantics**, reducing post-deployment visual defects by 30%.

PROJECT EXPERIENCE

Instimatch- Institutional Fintech Platform

Product & UX Designer

- Led end to end UX architecture for liquidity, FX and repo workflows, accelerating transaction completion time by 20%.
- Directed user research, market validation and compliance mapping, reducing onboarding friction by 18% across flows.
- Delivered high fidelity UI systems & interactive prototypes, influencing roadmap priorities & cutting rework by 22%.
- Optimized dashboards and task flows using analytics, increasing platform adoption & engagement metrics by 15%.

CORE COMPETENCIES

- **Design Leadership:** Product Strategy, Design Systems (Figma), Design Ops, Stakeholder Management, Mentorship.
- **UX Research & Strategy:** Information Architecture, Usability Testing, A/B Testing, Fintech & Healthcare UX, AODA/WCAG Compliance.
- **AI & Emerging Tech:** AI-Augmented Design Workflows, Generative UX Prototyping, Prompt Engineering for UX, Predictive Analytics.
- **Technical Literacy:** HTML/CSS/Tailwind, Responsive Frameworks, Jira/Confluence, Mixpanel/Analytics.
- **Product & Systems:** Figma (Advanced), Adobe XD, Miro, Zeplin, FigJam.
- **Creative & Motion:** Photoshop, Illustrator, Adobe Premiere Pro, After Effects.

EDUCATION & CERTIFICATIONS

Bachelor of Technology (B.Tech) - Information Technology | Punjab Technical University

Certified AI for Product Design | The AI-Driven Product Designer, 2026

Design to Code | Using AI to Build Faster, 2026

Graphic Designing Certification | Sebiz Finishing School