

# JITENDRA KUMAR

## UX Specialist & Usability Analyst

✉ kumarjitendra@msn.com

📞 + 91 – 9810 7875 02

My outlook on design is an amalgamation of my experiences in various disciplines. I bring with me robust and adopting Human-Centric Design and Design Thinking methodology, experience in managing and lead a UX team with an Agile environment, willingness to pursue new ideas and innovation, up to date UX practices and development.

### Key Skills

- > UCD Process & Methodology
- > UX Research
- > Design Thinking & Innovation
- > UX Strategy & UX Reviews
- > Interactive Prototyping
- > Lo-Fi and Hi-Fi prototyping
- > Wireframing
- > User Interface Design (UI)
- > Information Architecture
- > Problem Solving
- > Usability & A/B Testing
- > Human Interface Guidelines
- > Strategic Design
- > Data Visualization
- > Visual Design & Infographics
- > Storyboarding
- > HTML5/CSS3/Flexbox
- > Front-end Development
- > Agile/Scrum Methodologies
- > Quantitative & Qualitative
- > Primary & Secondary research

### Knowledge Purview

#### Wireframing & Prototyping Tools:

Figma, Adobe XD, InVision, Axure RP, Sketch, Balsamiq, Paper-Pen, MS visio, Flinto, , Zeplin

#### Visual Design Tool:

Photoshop, Illustrator, Fireworks, Adobe Creative Cloud

#### Internet Technologies:

HTML5, CSS3, Flexbox, Bootstrap, (Angular 4,/6, JavaScript)

#### Packages:

MS PowerPoint (MS Word, MS Excel), Jira, Trello, ,

#### Operating Systems:

Mac and Windows Family

### Portfolio URL

<http://krjitu.com/portfolio/jitendra-portfolio.pdf>

### Profile Summary

- ✓ I am a UX/UI Specialist with 14 years of experience in **designing digital products**, more than **8 years** of experience as a **UX Specialist & Usability Analyst** with an **Agile/Scrum environment**. proponent **User-Centric Design** and **Design Thinking** approach. I am passionate about Usability, Accessibility; Research-Based approach to problem solving and create design value for the user.
- ✓ Generating new business requirements through common user research methodologies and principles, understanding and defining product requirements and achieving business goals.
- ✓ Managing project resource, budget, timeline and risk with cross-functional teams in an Agile / Scrum environment.
- ✓ Working closely with cross-functional teams, Product Management, product owner, stakeholders, designer and development in agile environment and translate business requirements and ability to work independently.
- ✓ Participating and promoting of user-centered design principles and implementation of design Thinking techniques.
- ✓ Highly skilled in various aspects of User Experience fundamentals entailing requirement analysis, user profiling/grouping, personas, task analysis, wireframes, prototyping, primary, Secondary, Qualitative and quantitative Research and usability testing,
- ✓ Identify customer pain point and opportunities by conducting UX Research using different methods and collect necessary data.
- ✓ Deep understanding of UX fundamentals, UX design principles, user research and identifying business / user goals of projects background.
- ✓ Proficient in Agile/Scrum methodologies, including writing user stories, working within sprints and manage daily meetings.

### Key Result Areas:

- Analyze secondary and quantitative data research create end-to-end customer journeys that solves user and business pain points, come up with innovative solutions and collaborate with cross functions teams to ensure effective implementation of design.
- Excellent knowledge of **user-centered design** and **design thinking** principles and practices, visual design, interface design principles, navigation architecture, typography, color, iconography & layout principles.
- Planning and conducting primary & secondary user research, usability testing, A/B testing, prototyping, usability, accessibility, UX Workshops, Creating personas through user research.
- Conducting stakeholder interviews and usability tests; creating click-through and prototypes for web & mobile for use during tests; synthesizing & compiling findings to develop UX strategy
- Examining requirements with business analysts, signifying user experience, visual design, wireframing, prototyping, front-end development and team management
- Closely working with the Product team to identify user pain points and user experience related gaps and Solve UX design problems.
- Transforming business problems into user experience opportunities and deliverables such as specifications sketches, wireframes, prototypes, scenarios, storyboards and mock-ups
- Creating Native and Hybrid, UI / UX Responsive Design (mobile, tablets, desktop IOS and android) along with Lo-Fi and Hi-Fi Prototyping, Wireframes, Information Architecture & Data Visualization
- Working closely with the product manager to decide on the useful features of the product and create prototypes based on design.
- Strong understanding of **agile methodologies**.

## Education

**BFA** from Tilak Maharashtra Vidyapeeth, Pune

**BCA** Magadh University Bodhgaya, Gaya (Bihar)

**G-NIIT** from NIIT South Ext, New Delhi

**Advance Diploma** in Multimedia from Maya Academy of Advanced Cinematic, New Delhi

## Personal Details

Passport No.: Z3206023

Languages Known: English & Hindi

Address: New Delhi (Inida)

## Work Experience

### **UX Specialist & Usability Analyst | Freelance Consultants (Apr'20 – Till date)**

- ✓ Supporting Continuously work for improving existing methods and investigating new methods within UX/UI area and led design vision and helped to set product direction and manage designer & developer
- ✓ Working with clients to understand detailed requirements and identify UX problems with current projects through auditing and usability testing
- ✓ Work closely with product management in UX ideation, innovation & using Agile methodologies
- ✓ Responsible for digital properties are fully integrated with the overall customer experience, user research, information Architecture, visual design, Prototyping and Identify and troubleshoot UX problems and creating Low-fidelity & high-fidelity prototypes, wireframe and visual design.
- ✓ Lead and manage the UX/UI design phase of ongoing projects and other UI designers in the team
- ✓ Understand project background, user and customer requirements, business goals, competitive research and UX design problems.

### **Sr. Usability Analyst | Emirates NBD, Dubai (Apr'18 – Jan'20) (Marc Ellis Employment Services)**

- ✓ Supported Emirates NBD in their Digital Transformation Process with most up-to-date UX practices, trends and research for all their digital assets and Product analysis and development of using in Agile/ scrum environment.
- ✓ Conducted Primary and Qualitative user research and identified business and users pain points and needs and solve user problems, usability and accessibility concerns.
- ✓ Work closely with product owners, developers and cross-functional teams in an agile mindset.
- ✓ Responsible for the development of UX strategy and creating innovative user experiences across a wide variety of channels and digital platforms.
- ✓ Gathered client requirements and deep understanding of business goals and create Lo-Fi and Hi-Fi Prototyping, Wireframes, user journeys map, User flow, process flows, mock-ups, sitemap and functional specifications.
- ✓ Develop and design a dynamic interface that works across multiple browsers and all devices

### **Lead UX Designer | Digital Growth Pvt. (Sept'17 – Mar'18)**

- ✓ Work closely with cross-disciplinary teams including Product, Engineering, digital Marketing and various Business teams to deliver delightful customer experiences.
- ✓ Coordinate with senior management and stakeholders to ensure that design methodology is understood and accepted and user journey can be improved.
- ✓ Gather user requirements & Create Low-fidelity & high-fidelity prototypes, wireframe, designs and iconography
- ✓ Excellent understanding of Agile methodology and build Agile teams

### **Sr. UX Designer | Srijan Technology Pvt. Ltd (Jun'16 – Aug'17)**

- ✓ Work directly with Product Owners, Business Analysts and stakeholders to clarify and define business requirements as they apply to the user centered design and design thinking process.
- ✓ Excellent capabilities in conducting UX discovery, client meetings, requirement gathering and giving them best solution in terms of user experience design.
- ✓ Create & develop Lo-Fi and Hi-Fi Prototyping, Wireframes, user journey, conduct UX research, with an understanding of a variety of UX research methodologies and build the right user experience
- ✓ Create prototypes using Adobe XD, InVisionApp, Balsamiq and figma.

### **UI/UX Designer & Consultant | EPB IT Services Pvt. Ltd. (Jun'12 – May'16)**

- ✓ Managed UX/UI teams and responsibilities are UX design and research, visualization and coordination with client and stakeholders
- ✓ Gather the initial requirements and provides best Lo-Fi and Hi-Fi Prototyping, wireframes, mockup, process flows, storyboards and enhancements new features, as well as updating existing interfaces.
- ✓ Create high-fidelity design deliverables to development teams and work within and contribute to a component-based visual design system
- ✓ Research user goals to guide the development of new products of user experience design.
- ✓ Create mockups/prototypes as well as detailed designs
- ✓ Work on several different projects at once, and meet demanding deadlines.

### **Associate UI/UX Designer | Tech Mahindra Ltd (Apr'08 – Sep'10)**

- ✓ Identify end user requirements, by researching and analyzing user needs
- ✓ Worked with design and development teams to providing UI, workflow, wireframes and front end development with HTML/CSS, Bootstrap and Flash for update BT Openreach and BT internet.

### **Sr. flash & UI Designer | Idea Streamz Consultants (P) Ltd. (Oct'07 – Mar'08 )**

- ✓ Translate business requirements into concepts and elegant visual, UI, flash Design, graphics, icons and convert PSD to HTML/CSS and Animations.

### **Flash & UI Designer | WebtriX Technologies Ltd. (Feb'04 – Oct'07)**

- ✓ Create visual designs that effectively communicate product function & brand identity, include the design, color palettes, typography, animation, user interface assets and icons & convert mockups to HTML and UI design best practices and guidelines across all our projects