

Hardik “Trax” Kumar

Interaction Designer

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EXPERIENCE

Propelland, San Francisco — Interaction Designer

JUNE 2021 - MARCH 2023

- Spearheaded the end-to-end design process for a high-impact software client, by guiding product strategy and collaborating with cross-functional teams to create a cohesive admin user experience across multiple touchpoints and systems.
- Drove collaboration with multiple project partners, including product managers, engineers, marketing managers, and other designers, to ensure successful product launches and ongoing innovation.
- Brought design to life through the creation of sketches, storyboards, high-fidelity mockups, prototypes, and animations, effectively communicating proposed solutions to all levels of the organization.

D-Ford, Palo Alto — Interaction Designer

MARCH 2021 - JUNE 2021

- Collaborated with director-level stakeholders to understand Ford's design vision and successfully translated it into a pilot program for the Commercial Vehicle segment, accelerating the company's design vision.
- Conducted qualitative research, designed user flows and wireframes, and led usability testing to ensure a cohesive end-to-end experience across surfaces, apps, teams, and technologies.
- Spearheaded and conceptualized Ford's first modular chat design system focusing on contextual replies, contributing to ongoing innovation and collaboration.

Social Innovation Lab, San Francisco — UX Design Consultant

SEPTEMBER 2019 - OCTOBER 2020

- Partnered with Storycenter for their project "Stories of Home" and increased the project website engagement, by prototyping a web-based podcast experience that bridges the gap between immigrants, refugees, and politically right-of-center Americans.
- Collaborated with Sustainable Oceans Alliance (SOA) to increase their community engagement through iteratively prototyping an online resource toolkit, tested by six leaders working in the ocean space across four countries. Crafted visual frameworks, storyboards, and digital prototypes for the toolkit.

SKILLS

Design: Interaction Design, Systems Thinking, Service Design, Information Architecture, Visual Design, Wireframing, Prototyping, Design Systems, UX Storytelling, Project Management

Research: UX Research, Qualitative Research Methods, Competitive Analysis, Usability Testing, Workshop Design and Facilitation

Tools: Figma, Sketch, XD, Keynote, Microsoft Suite, Illustrator, Asana, Miro, Mural, Processing, Python, Git, C++, Arduino

EDUCATION

California College of the Arts, San Francisco —

M.Des Interaction Design

AUGUST 2019 - DECEMBER 2020

Indian Institute of Technology (BHU), Varanasi — B.Tech Computer Science & Engineering

AUGUST 2013 - MAY 2017