

Hardik Kumar

Interaction Designer

www.trax.design
[linkedin.com/in/traxdesign-/](https://www.linkedin.com/in/traxdesign-/)
San Francisco, CA 94158
(628) 666-8254
trax.design@outlook.com

EXPERIENCE

Intone Networks, Interaction Designer

MAY 2023 - PRESENT

- Crafting requirements and designing artifacts while balancing the usability, visual appeal, and technical feasibility of the design deliverables for clients.
- Increasing proficiency of team members in user research, user-centered design methods, and analytical problem-solving skills, leveraging all available data sources to understand, establish and communicate the objectives, opportunities, and the high-level vision for all assigned projects.

Propelland, Interaction Designer - II

JUNE 2021 - MARCH 2023

- Reimagined admin console workflow for B2B SaaS client by collaborating cross-functionally, and creating high quality user flows and wireframes.
- Led UX research project to understand product desirability, feasibility, and viability for B2B SaaS client through user interviews, journey mapping, and workshop design/facilitation.
- Crafted an award winning digital product experience for D2C wearables client by designing mobile app prototypes, and conducting usability testing.
- Improved onboarding efficiency by 25% by systematizing design ops procedures.

Ford Motor Company, Interaction Designer

MARCH 2021 - JUNE 2021

- Collaborated cross-functionally to translate Ford's design vision into a pilot program for Commercial Vehicles, accelerating strategic goals.
- Conducted UX research, designed user flows/wireframes, and led usability testing to ensure cohesive cross-platform experience.
- Spearheaded and conceptualized Ford's first modular chat design system focused on contextual replies, enabling ongoing innovation.

Center for Art and Public Life, UX Designer

SEPTEMBER 2019 - OCTOBER 2020

- Partnered with arts nonprofit to increase website engagement by prototyping web-based podcast bridging immigrants, refugees, and right-of-center Americans.
- Collaborated with oceans nonprofit to increase community engagement by iteratively prototyping and testing online toolkit for ocean leaders.

SKILLS

Design: Interaction Design, Human-Computer Interaction, Systems Thinking, 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, Protopie, Sketch, Adobe XD, Keynote, Microsoft Suite, Illustrator, Asana, Miro, Mural, Processing, Python, Git, C++, Arduino, Unity

EDUCATION

California College of the Arts, M.Des Interaction Design

AUGUST 2019 - DECEMBER 2020

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

AUGUST 2013 - MAY 2017