Hardik Kumar
Product Designer II

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EXPERIENCE

Art of Problem Solving - *Product Designer II*

San Diego, California, June 2024 - Present

- Spearheading user research for a stage management platform that increases quality of content by providing teachers with better classroom controls
- Evangelizing the strategic value of design within the organization by advocating for advanced research, design systems, and agile testing

Intone Networks - *Interaction Designer*

Iselin, New Jersey, May 2023 - December 2023

- Strategized human-centric deliverables for clients through designing high fidelity prototypes, user flows, and wireframes
- Led user research initiatives and trained team members to leverage data from various sources to understand user stories, identify key opportunities, and define project objectives and vision

Propelland - *Interaction Designer II*

San Francisco, California, 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 - *Freelance Interaction Designer*

Palo Alto, California, March 2021 - June 2021

- Executed a pilot program to reduce Commercial Vehicle downtime by 12% and optimize repair service triaging by cross-functional collaboration, designing service blueprints, journey mapping, and roadmapping MVP strategic goals
- Uncovered 3 key areas of opportunity by co-leading UX research with 10 automotive fleet owners, creating user flows/wireframes, and testing usability to ensure a cohesive experience
- Reduced future internal workload by 30% by conceptualizing Ford's first modular chat design system focused on contextual replies

SKILLS

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, *Master of Design in Interaction Design*

San Francisco, California, August 2019 - December 2020

Indian Institute of Technology (BHU), *Bachelor of Technology in Computer Science & Engineering*

Varanasi, India, August 2013 - May 2017