

Ankush Ashok Kumar

Visual Designer

(E) akankush92@gmail.com ◦ (M) +1 (317) 728 1307

(IN) [/ankushak](#) ◦ (W) [ankushak.com](#) ◦ (A) Indianapolis, Indiana

Professional Summary

Visual Designer with 4+ years of experience in **product design**, **user-centered design**, and **cross-functional collaboration** across **web**, **e-commerce**, and **retail** industries. Skilled in **visual design systems**, **prototyping**, **user research**, and **iterative design processes** within an **Agile environment**. Experienced in **concept development**, translating **business goals** into user-friendly interfaces for desktop and mobile platforms. Proficient in **Figma**, **Photoshop**, **Illustrator**, **Sketch**, **Axure**, and **React**. Adept at **problem-solving**, **design strategy**, and creating **intuitive designs** to drive **user engagement** and **business value**. Strong communicator with experience presenting **design rationale**, **leading projects**, and collaborating with **engineers** to ensure consistency and high-quality execution across all platforms.

Work Experience

UX Researcher

Aug 2023 - Present

Indiana University-Purdue University IUPUI, Indianapolis, Indiana

- Developed and maintained a **scalable design system** using **Figma**, ensuring consistent UI specifications across research platforms.
- Participated in **iterative software development** environments, using **Agile methodologies** to gather feedback and refine designs.
- Collaborated with **cross-functional teams** to effectively communicate **conceptual ideas** and design rationale.
- Conducted **A/B testing** and **usability testing** to gather insights and improve accessibility by 40%
- Managed **digital assets** efficiently, improving team access by **20%** through structured design repositories.

Lead Designer

Apr 2022 - May 2023

WASP International Drug Store, Dubai, United Arab Emirates

- Led **cross-functional teams (design, engineering, and marketing)** in the creation of a new ecommerce dashboard, utilizing tools like **Figma**, **Adobe XD**, and **Axure RP**. Oversaw the end-to-end design process, ensuring seamless integration across departments and **improving team collaboration efficiency by 45%**.
- Analyzed user behavior through **usability studies** and **surveys**, using insights to inform design decisions and improve **WCAG compliance**.
- Designed and implemented **design systems** in **Storybook**, ensuring seamless front-end integration and improving team efficiency.
- Led the design of a new **ecommerce dashboard**, enhancing **user onboarding** and increasing efficiency by **45%**.
- Delivered **interactive prototypes** to test new features and optimize user workflows.

UI UX Designer & Developer

Jan 2021 - Mar 2022

Welkin Marketing Management, United Arab Emirates

- Designed and developed **consumer web and mobile products** using **Figma**, **Sketch**, and **React**, increasing user engagement by **35%**.
- Worked with developers to ensure **cross-platform compatibility** and **responsive design** for both **Android** and **iOS**.
- Integrated **analytics tools** to track user behavior, improving **conversion rates** and reducing **load times** by **40%** using **Google Lighthouse**.
- Enhanced **motion design** elements with **Adobe After Effects** and **Lottie** to boost engagement.

Graphic Designer

May 2018 - Dec 2020

Hewlett Packard Inc., Bengaluru, India

- Designed over **600 infographics** and **20 UI projects**, improving team efficiency by **50%**.
- Led **motion graphics** creation with **After Effects** and **Lottie**, increasing **user engagement** by **30%**.
- Developed and implemented **design systems** with **Design Tokens**, **Storybook**, and **Figma Libraries**, reducing design inconsistencies by **50%**.
- Conducted innovative **UX/UI workshops** and collaborated with cross-functional teams to enhance communication.

Education

Masters of Science: Human-Computer Interaction

Aug 2023 - May 2025

Indiana University-Purdue University IUPUI, Indianapolis, Indiana

Bachelor of Technology: Computer Science and Engineering

2014 - 2017

Visvesvaraya Technology University - CMRIT, Bengaluru, India

Certifications

Google - **UX Professional Certification** (Coursera,2025), **Meta Principles of UX UI Design** (Coursera, 2024), **Microsoft's UX Design in Practice : Accessibility and Collaborations** (Coursera, 2024), **Master Mobile and Web Design, User Interface + User Experience, HTML, and CSS** (Udemy, 2024), **Figma UI UX Design Advanced** (Udemy, 2025), **IBM's Designing User Interfaces and Experiences** (Coursera,2025)

Skills

Design & Research: UX Design, Interaction Design, Product Design, Business Requirements, Market Research, Usability Testing, Customer Insights, Wireframing, Prototyping, Design Systems, Typography Design, User Interface Specification, Design Thinking, A/B Testing, Motion Design, Visual Design, Visual Thinking, Accessibility (WCAG 2.2), Hypothesis-Driven Development, Cross-Functional Collaboration. **Software & Design Tools:** Figma, Adobe Creative Suite (Photoshop, Illustrator, After Effects), Sketch, Storybook, Axure, React, React Native, XHTML, HTML, CSS, JavaScript, Tailwind CSS, Bootstrap, Jira, Google Analytics, WCAG Accessibility Plugins. **Hard Skills:** Visual Design, Information Architecture, Procurement Experience, Procurement Processes, Team Leadership, Service Design, User Flows, Branding, InVision, Mockups, Project Design, Layout Design. **Soft Skills:** Innovative, Leadership, Problem Solving, Critical Thinking, Attention to Detail, Organized, Collaborative, Strategic Design, Business Knowledge.