Anish Prem Kumar

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Experience

Product Designer

Aspire | July 2024 - Present

- Led strategic design direction of multi-entity account management, allowing parent companies to oversee multiple business finances through a single platform.
- Performed usability testing, competitor analysis, stakeholder interviews, persona creation, wireframes, and high fidelity prototypes.
- Developed UX design for savings account for US expansion. Conducted competitive analysis and stakeholder interviews to manifest the product vision into reality.

Associate Product Designer

Gainsight | January 2022 - July 2024

- Led design for commerce within the Customer Education Product (formerly Northpass), covering integrations and add-ons, focusing on delivering user-friendly and versatile solutions that enhance functionality and user engagement.
- Spearheaded key product features, including P360, manual person data merge, and AI bot identity design, resulting in a 90% reduction in support queries and improved customer sentiment through beta surveys.
- Performed competitor analysis, A/B testing, persona creation, and UX strategy.
- Developed wireframes, journey maps, qualitative and quantitative research along with high fidelity prototypes using Figma.

UX Design Intern

Suzuki | September 2021 - January 2022

- Redesigned the Suzuki V2X demo mobile app, conducting research and heuristic evaluation to enhance the user experience.
- Collaborated with Soar Robotics and Capgemini to design the HMI interface with V2X system visual feedback.
- Designed the external graphic car wrapping for the demo event.

Senior Graphic Designer

Clinikk | March 2020 - September 2020

- Developed a consistent design system across all Clinikk applications, including the doctor's app, operations, Android Customer, and Sales PWA apps.
- Built and implemented a comprehensive UI kit with usability guidelines in Figma, ensuring design uniformity and improved user experience.

Senior Architect

Populous | June 2017 - November 2019

- Developed façade design and wayfinding for Narendra Modi Stadium and architectural designer to the Arena project in Chennai.
- Led the graphics team in India for the Asia Pacific region and was a member of the Activate group, focusing on branding and wayfinding systems.

Architectural Designer

HKS | February 2015 - June 2017

- Collaborated with the London team on preparing Concept Design and Development Design packages, serving as Job Captain/Team Lead on competition projects and client presentations.

Teaching & Freelance

External Jury

School of Planning and Architecture | January 2019

- Collaborated and developed workshop with professors and students on the application of software in design

Founder

Visualmark Media | December 2019 - March 2020

- Led branding projects across various industries, including fashion and food, delivering solutions from logo animations to corporate presentation packages while successfully managing client engagement from concept to delivery.

Education

Indian Institute of Technology, Hyderabad

Master of Design | 2020 - 2022

- Specialized in visual and UX design, which equipped me with advanced skills in creating intuitive user interfaces and enhancing user experiences through thoughtful design solutions.
- Focus on design thinking, human-centered design, prototyping, resilience, and speculative design.

School of Planning and Architecture, New Delhi

Bachelor of Architecture | 2008 - 2014

- Developed a strong foundation in design principles, spatial awareness, and sustainable practices, enabling the creation of innovative and functional spaces that enhance user experience and community engagement.

Skills

Design

User Experience · Interaction Design · User Interface · Physical and Digital Prototyping · Visual Design · Wireframing · Low-High Fidelity Mockups

Research

User Interviews · User Testing · Information Architecture · Journey Mapping · Quantitative Analysis · A/B Testing · Competitor Analysis · Design Strategy

Software

Figma · Sketch · Invision · Keynote · Illustrator · Photoshop · InDesign · AfterEffects · Adobe XD · Maya · Revit · AutoCAD · Rhinoceros

Visual Design

Poster Design · Branding · Typography · Iconography · Book Design · Book Binding · Web Design, Stylesheets and Guidelines

Other Skills

Rapid Iteration · Cross-functional Collaboration and Communication · Human-centered Approach

Awards

IGBC Green Design - Jury Commendation - Architecture | 2010

HKS Design Slam - Runner up | 2016

Green Day Competition - Third Prize | 2016

Pi Talk Conference, London - Winner | 2018

Suzuki Internship - Winner | 2021