

ASHOK KUMAR

SENIOR UX DESIGNER | UX RESEARCH

Bangalore, India

+91-9566497471

Ashokbalasubramaniamuxd@outlook.com

PORTFOLIO

Ashokbalasubramaniam.com

PROFESSIONAL SUMMARY

Senior Product Designer with 5+ years of experience designing and shipping enterprise SaaS and consumer digital products across web and mobile platforms. Skilled in UX research, product discovery, interaction design, information architecture, usability testing, and design systems. Proven ability to lead end-to-end product design initiatives and deliver scalable, user-centered solutions through cross-functional collaboration.

WORK EXPERIENCE

CAPGEMINI | User Experience Designer

March 2022 – Present | Bangalore, India

- Led end-to-end product design initiatives across enterprise SaaS and consumer platforms, driving projects from discovery and strategic framing through execution and delivery.
- Simplified complex systems by designing scalable workflows, information architectures, and interaction models that balanced user needs with business and technical constraints.
- Leveraged user research, stakeholder workshops, and usability evaluations to uncover opportunities, shape product direction, and inform high-impact design decisions.
- Partnered with Product, Engineering, and Business teams to align priorities and successfully ship user-centered experiences across web and mobile platforms.

Medtel Health Care | User Experience Designer

April 2021 – March 2022 | Bangalore, India

- Reimagined end-to-end patient and practitioner journeys, driving a **30% increase in patient engagement** and satisfaction through simplified workflows and research-driven design interventions.
- Conducted user research and usability evaluations to uncover pain points and validate opportunities, translating insights into intuitive healthcare experiences that improved workflow efficiency and informed product decisions.

Personiv | Creative designer

August 2017 – June 2020 | Coimbatore, India

- Maintaining the design standard as per Dexone Yellow Pages standards to ensure consistency and quality across all customer-facing materials, leading to increase in client satisfaction and engagement through regular audits and design updates.

Soft Skills:

Creative & Critical Thinking
Attention to Detail
Adaptability

Tools:

Figma, FigJam, Adobe XD, Maze,
Jira, Confluence, Miro
Adobe Creative Suite

SKILL-SET

Hard Skills:

Market Research: Industry Study, Business Study, Ecosystem, Business Definition, Business Case & Goals.

Secondary Research:

Demographic Study, Qualitative Influential Attributes, Competitive Study & Benchmarking, Users Mental Models.

Primary Research: Surveys, User Interviews. User Journey Mapping

Product Thinking:

Product Discovery, UX Research, Interaction Design, Information Architecture, Design Systems, Prototyping, Product Strategy

Personas: Definition & Validation.

Information Design: (Wireframing).

Usability Testing: Qualitative - Moderated Testing- and unmoderated usability testing

Overall: Product Strategy •

Product Discovery • Customer Experience • UX Research •

Interaction Design • Information Architecture • Design Systems •

Accessibility Standards (WCAG) 2.1

EDUCATION

Bachelor of Visual Communication

Hindustan college of arts and science

2011 - 2014