NITIN KUMAR

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A highly skilled UX Director with 23 years of experience in leading cross functional teams to design and deliver exceptional digital experiences.

I work at an intersection of business, design and technology to create the next wave of experience for users and connoisseurs. My belief of human centricity being a fundamental right of every user has helped me design products and services that are simple, yet significant. This has driven me in the last two decades to appreciate and apply different and newer dimensions of design. My clients engage me to bring order to chaos in their user-facing endeavors, and build capabilities that will help them sustain such a mindset.

COGNIZANT WORLDWIDE LTD.

CHIEF USER EXPERIENCE DIRECTOR   NOV 2018 - PRESENT

As part of the experience design leadership for the UKI region, I drive the UX capability building and delivery excellence.

Highlights

- Augmenting the UX portfolio with product design, service design and incubating GDS (GOV.UK) as a growth vertical.
- Steering client conversations (along with building and empowering next level of UX leaders) for identifying opportunities and collaborating with account teams for new logo pursuits and delivery led growth.
- Scaled the delivery team by 3x in 2 years to cater to the increased demand.
- Brought in 30% higher delivery efficiency with effective program management, reusable assets, cross skilling and delivery models (guilds and communities across other geos).
- Ensured high quality and efficiency of UX delivery with project planning, capability augmentation, mentoring and scaling the team etc., manage project budgets, to deliver projects on time and on budget.

Marquee hands on projects delivered include:

- Enhanced player and fan engagement in football to reduce racism and improve merchandise sales for KickItOut. This involved understanding behaviour, context and attitude of players and fans to join hands for a common cause.
- Modernized the intranet experience to bring about a shift to "intranet-first" way of working, for Financial Ombudsman Services, across functional, visual and behavioural layers

TATA CONSULTANCY SERVICES

HEAD OF UX COE- GE DIGITAL   JUL 2016 - OCT 2018

Built and scaled a high performing UX unit that closely worked with client's business teams to deliver omnichannel UX and UI, brand expression and visual design for a multitude of their technology platforms (including IoT, AR/VR, mobile and web), products and services.

Highlights

- In collaboration with clients and stakeholders established human centred design best practices and standards within every experience design project across channels (example: mobile/web) and client platforms.
- Matured UX design, ways of working, and project methodologies by creating Center of Excellence (CoE)
- Hands on working with the teams to do discoveries, research, design (wireframes & high fidelity prototypes) and creating design system/ specs, for various GE Digital projects /platforms (example: GE Predix)
- Team development and sustainability- mentored and coached team members to develop their skills and achieve their career goals and set up the structure to manage larger scale.
- Expanded the UX business by sensitising the sales and delivery teams with design thinking approach and enabling them to sense opportunities better.

RELEVANT SKILLS

- User research, Usability testing, User interviews & Synthesis
- Ethnographic research
- Persona and Journey mapping
- Human centred design
- User flow diagramming
- Wireframing & Content architecture
- Responsive web design
- Visual design & Branding
- Design patterns
- Design systems & Governance
- Design thinking
- Product & Service innovation
- Government Digital Services (GDS) principles
- Co-design workshops

LEADERSHIP SKILLS

- Stakeholder management
- Delivery and P&L
- Competency building
- Mentoring and coaching teams
- Opportunity identification (UX design & market)
- Cross functional collaboration
- Culture of curiosity and continuous learning
- Conflict management

TOOLS

- Adobe XD
- Sketch
- Figma
- Miro/ Mural
- Invision

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Marquee hands on projects delivered include:

- Enabled business agility and better emoloyee experience with a shift from troubleticketing portal to intuitive NLP-based Chatbot for GE Finance team. This empowered the users with accelerated response times for their technical queries / resolutions from upto one day to a few minutes
- Transformed the organization's performance management experience to be next gen friendly with an internal platform, "Huddle". Brought about an open, collaborative and trusted medium for continuous, timely feedback and faster learning

TECH MAHINDRA LIMITED

SR. MANAGER & HEAD OF UX/UI COE   AUG 2013 - JUN 2016

As part of the mobility business, led dual areas–solving design challenges for clients and designing experiences for the company's own mobile products and services. Built and scaled a team of 20 design experts across India

Highlights

- Set up standards and processes for mobile UX design and implementing insights-driven, evidence-based, user centric design methodologies.
- Responsible for all mobile UX delivery of client projects, multi stakeholder collaboration, project scoping, mentoring, team scale up and escalation handling.

Marquee hands on projects delivered include:

- Conducted user research, conceptual design, task flows, information architecture, user journey mapping, high/how fidelity prototyping, implementation of UI design standards, moodboards, brand guidelines compliance, visual design and user testing for Web/mobile application for remotely diagnose issues in solar inverters for Schneider Elelctric.
- Consulting engagements for improving product design and customer engagement to drive online sales for global clients
- Seamless UX in technology migration from PDA to smart devices, improving revenue by more than half a million USD annually
- Built user experience for products that bridged the physical and digital divide and made human lives easier (financial inclusion, job marketplace for blue collared workers, etc.)

HCL TECHNOLOGIES

PROJECT MANAGER UX/UI COE   AUG 2012 - AUG 2013

A very enriching, client facing role having a combination of hands–on delivery, onsite and offshore interactions, and resonsiblity of leading a delivery team of UX professionals.

Highlights

- Worked across the design lifecycle from design strategy definition, brand identity, visual design, rough sketch to varying levels of prototyping, styleguides and guidance to UI teams for adhering to brand guidelines
- Leadership experience of driving projects from analysis to technology delivery transition across form factors

Marquee hands on projects delivered include:

- Transformation of UI and UX across an integrated stack across heterogenous systems
- Enabling a Malaysian client with efficient tracking of lab equipment movements by improving the industrial user experience

Sample Clientele: McDonald, Intel, Worley Parsons, International Finance Corporation (World Bank Group), Olympics Pyeong Chang 2018, Socialystics, Quest

XCEED IT SOLUTIONS	PRACTICE HEAD–UX/UI	MAY 2006 - AUG 2012
TANGENCE SOLUTIONS	PRODUCT DESIGNER	APR 2005 - MAY 2006
PUBSUB CONCEPTS	LEAD WEB DESIGNER	DEC 2003 - MAY 2005
HARTRON	SR. WEB DESIGNER	FEB 2001 - OCT 2003
ELEVATIONS	GRAPHIC DESIGNER	MAY 2000 - FEB 2001

EDUCATION

Bachelor of Fine Arts
Govt. college of arts, India
June 1996 - June 2000

Main subjects: Graphic Design, Desktop Publishing, Advertising, Typography and Calligraphy, Color Composition, Design essentials, Illustration, Packaging, Design press layout, Photography and Aesthetics.

Certified Usability Analyst (CUA)
Human Factors International, 2013

Full-time in-person immersive program with over 100 hours of classroom instruction

User Experience Mobile Design
Human Factors International, 2013

Full-time in-person immersive program with over 40 hours of classroom instruction

Certificate in User Experience for Web
Open2Study, 2012

AWARDS

Design Honour Category for Next Gen Customer Experience in Industrial Service
Tata InnoVista, 2017

Grand Salute 'The Guru' Award
Tech Mahindra, 2016

People Champion
Tech Mahindra, 2015

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