Rakesh Kumar

xdr2k.com

Over the past decade, I've learned a lot about designing digital products. Its hard to pick all the individual lessons out because it feels like they've been compiled into a big UX operating system in my brain. I'm not ashamed to admit that I'm a design purist. Of course, I value aesthetics, but I see them as a "hygiene factor" and necessity. Beyond the veneer of aesthetics, I've always strived to produce software that's usable and powerful, where the features are instantly obvious or easy to discover and learn.

With a background in cognitive science and human centered design - **Product Experience** has been the cornerstone of my life. It informs the the way I see the world and inspires the way I shape the world. Understanding how product experience matched with strategy and business can enrich (and perhaps save) the world - has become the focus of my career and a driving force behind what I do every day.

NOTABLE WORKS FOR

SONY

VIRB

CISCO

SONOS

EPIC GAMES

TechSoup   Apr 2019 - Present

Principal Consultant - Product Experience

- Play a central role in design, business and organizational contributions across community products.

- Collaboratively identify and conduct strategic research with UX Researchers

- Help Product teams make connections across the research efforts

- Collaborate and make proposals across several missions and help team members make informed decisions

+ Products and Features:

Global Analytics Dashboard, Tech4, NGOsource, Meet & Code 2021, Ticket Management

AT&T   Sep 2020 - Nov 2021

Staff Design - Product UX & Research

- Solve design problems of the highest scope, complexity and ambiguity

- Exposes design and organizational needs throughout the department

- Ensures that OKR level goals are aligned across the teams

- Create design processes and cultures that work for globally distributed teams

- Mentor, grow and provide advice to other domain experts and individual contributors

+ Products and Features:

DSM, Component Library, Customer 360 Dashboard, AI ChatBot, Case Management, Ticket Management, eSim application, Emergency Broadband Benefit

Infibeam Avenues   Jun 2012 - Feb 2020

Sr. Product Owner, UX & Content Manager

- Participates in Design Reviews across the team to ensure high-quality output

- Managed multidisciplinary team with remote members on simultaneous large projects,

- Bootstrapped the UX design function as a customer-focused product, to better serve the needs

- Collaborate early and often with a Technical Writer on microcopy to ensure user experiences are efficient

+ Service to clients/brands:

Ministry of Finance (Govt. of India), Sony, Axiom Telecom, Amul India, HiDesign, Blackberry India, Orient Electric, Idea Cellular Network, Daikin, Crosswords, Spyker, Syntex, TVC Sky Shop, Adventure Island, Click Me Go... and many more

Kaleyra   Mar 2009 - Jun 2012

UX / Creative Head

- Founding designer

- Founded the customer focused design practice and grew a team of 6 designers

- Streamlined the user experience using extensive customer research, data gathering and A/B testing

- Engaged in large scale brand strategy and brand communication projects

+ Service to clients/brands:

Yes Bank, Ola, Just Dial, MakeMyTrip, Kotak Bank, Meru Cabs, G-Sports, Quickr

Bachelor of Psychology - BPS, Psychology

Arden University   2021 - 2024

Adobe Certified Associate (ASA)

Adobe Systems Incorporated   2009 - 2010

Higher Diploma - 3D Animation & VFX

Image Institute Of Multimedia Arts & Graphic Effects   2008 - 2009

Bachelor of Technology - BTech, Information Technology

National Institute Of Science & Technology   2002 - 2006

The AIGA Digital Show Award

Issued by American Institute of Graphic Arts (AIGA) · 2013

Personas Selection Award

Issued by Mozilla · 2010

Excellence Award

Issued by SITPL · 2011

New Face of the Year

Issued by Tata Elxsi · 2008

Intel Star for Freelance Category

Issued by Intel Corporation · 2011

Easiest way to get in touch is to send a mail to me on **helloxdr2k@gmail.com**, if you feel the personal touch is needed then just give a call on +919901 005599. I can not always take the call due to one thing or another, but you can always communicate with me on **LinkedIn**.