SUDESH KUMAR

Senior UI and Product Designer

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PROFESSIONAL SUMMARY

Senior UI and Product Designer with 5+ years of experience designing B2B SaaS products, dashboards and digital experiences for clients across India, the UK and the US. Currently own end-to-end product design for an AI-powered CX and BPM platform used daily by contact centre teams, covering agent dashboards, workflow tools and internal platforms. Build and maintain design systems in Figma, run user research and usability testing, and ship WCAG 2.1 AA compliant interfaces. A previous multi-platform redesign delivered a 42% lift in user retention and a 45% increase in engagement.

SKILLS

Product Design: End-to-end product design, problem framing, user flows, wireframing, prototyping, interaction design, information architecture

Design Systems: Component libraries, design tokens, documentation, governance, design to development handoff

UX Research: User interviews, usability testing, A/B testing, analytics-led iteration, journey mapping

Accessibility: WCAG 2.1 AA compliance, colour contrast, keyboard navigation, screen reader semantics

Domains: B2B SaaS, AI-powered CX and BPM platforms, dashboards, responsive web design, mobile app design

Tools: Figma, Figma Dev Mode, Adobe XD, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe After Effects, Adobe Premiere Pro, Jira, Confluence, Notion

PROFESSIONAL EXPERIENCE

Senior UI and Product Designer, **Radical Minds Technologies Pvt. Ltd.** May 2025 - Present

Gurugram, India. *Design lead for the product surface of an AI-powered CX and BPM platform serving contact centre operations across India, the UK and the US.*

- Own end-to-end design for product dashboards and internal tools, covering problem framing, user flows, wireframes, high-fidelity UI and prototypes, working directly with Product Managers and engineering.
- Built and maintain the company design system in Figma: component library, design tokens and usage documentation, keeping web and mobile consistent as the product suite expanded.
- Translate complex operational logic such as queue routing, agent workflows and QA scoring into interfaces non-technical agents can learn within a single shift.
- Designed onboarding flows and in-product walkthroughs that shortened time to first value for new client teams and reduced first-week support ticket volume.
- Lead brand and marketing design alongside product: campaign creative, whitepapers and case studies supporting product-led growth for a technical B2B audience.

User Interface Designer, **Hi Tours Group** Sep 2023 - Apr 2025

Gurugram, India. *Promoted from Associate Graphic Designer to own UI and product design across four digital platforms.*

- Led the redesign of the flagship site and three subsidiary platforms (Hi DMC, Hi Offsite, Besoulfull), lifting user retention 42% and overall engagement 45% against pre-redesign baselines.
- Built and maintained a global design system in Figma across all four brands, cutting design to development turnaround by 56%.
- Designed the end-to-end web interface for Grow Remotely, a UK and US recruitment platform, with responsive layouts and full WCAG 2.1 AA accessibility compliance.
- Ran user research, usability studies and A/B tests to validate design decisions, iterating on both qualitative feedback and product analytics.

- Partnered with engineering on handoff and QA to keep shipped interfaces faithful to spec across web and mobile.

Associate Graphic Designer, **Hi Tours Group** Apr 2023 - Sep 2023

Gurugram, India

- Produced campaign and social creative across the group travel brands, and was promoted into the UI design role after six months.

Graphic Designer and Video Editor, **RS Media** Sep 2022 - Apr 2023

Bikaner, India

- Designed social media creative and produced promotional video content in Adobe Premiere Pro and After Effects, translating client briefs into finished visual narratives.

Graphic Designer and YouTube Strategist, **Hashtag Media** Jul 2021 - Aug 2022

Bikaner, India

- Ran end-to-end video production and channel strategy for YouTube, and launched social campaigns that increased audience reach by over 30%.

Graphic Designer, **Kalam Academy** Oct 2020 - Jun 2021

Jaipur, India

- Created social and marketing collateral contributing to a 67% increase in enrolment enquiries within nine months.

SELECTED PROJECTS

- **AI-Powered CX and BPM Platform, Radical Minds.** Agent dashboards, workflow tooling and the Figma design system behind a contact centre platform operating across three markets.
- **Grow Remotely, UK and US Recruitment Platform.** End-to-end responsive web interface delivered to full WCAG 2.1 AA compliance.
- **Hi Tours Multi-Platform Redesign.** Four-property redesign and shared design system, delivering a 42% retention lift and 56% faster design to development handoff.

EDUCATION

Product Core, Product Management Programme 2026

Airtribe (in progress)

PGDCA, Post Graduate Diploma in Computer Applications 2022 - 2023

Nirwan University, Jaipur

Bachelor of Arts, Arts and Humanities 2017 - 2021

Indira Gandhi National Open University (IGNOU), Delhi

Diploma in Graphic Design and Video Editing 2017 - 2021

Arena Animation, Delhi

CERTIFICATIONS

- Google UX Design Professional Certificate, Google and Coursera, 2023
- Google AI Essentials, Google and Coursera, 2024
- Generative AI Fundamentals, IBM SkillsBuild, 2026
- UX Foundations: Research, LinkedIn Learning

LANGUAGES

English (Professional proficiency), Hindi (Native)