Harsh Kumar

Product Designer | Bengaluru | +91 8299511137 | harshkumarchaudhary22@gmail.com | Portfolio · LinkedIn

Summary

Product designer with 3+ years across e-commerce, ed-tech, and health-tech, specializing in information architecture, design systems, and data-informed UX. Owns end-to-end design across multiple verticals, mentors junior designers, and ships front-end independently with HTML, CSS, and React.

Experience

UX Designer, Kadence.in*Aug 2025 - Present*

- Achieved full IA redesign of a 500+ SKU instrument e-commerce store, restructuring navigation and taxonomy across web and mobile using Google Analytics drop-off data to target high-friction pages
- Collaborated with founders and developers in Agile sprints across Kadence, KAAL, and Hozon Pack to redesign their websites , restructuring content hierarchy to improve lead conversion and reduce cognitive load
- Designed and developed the Hozon Pack B2B landing page independently end-to-end, eliminating developer dependency and reducing build cost to zero
- Applied WCAG accessibility guidelines for colour contrast and text legibility at the design-token level, ensuring compliance scaled automatically across every component and vertical

Founding Designer, Intellection (Ed-Tech)*Jan 2023 - Mar 2024*

- Achieved 0-to-1 product design ownership across a B2C mobile app and B2B admin dashboard as the sole designer, from discovery through production assets
- Collaborated directly with founders through primary user research - 1-on-1 interviews with students and parents - translating findings into personas and a prioritized feature roadmap
- Reduced cognitive load by 15% on the B2B dashboard through IA restructuring, validated against pre/post task-completion benchmarks
- Collaborated cross-functionally with product managers and frontend and backend engineers in Agile sprints and daily standups, translating design intent into shipped features while aligning on scope, edge cases, and technical feasibility
- Mentored and managed 3 UX design interns across multiple quarters, running design critiques and providing structured feedback to maintain quality and consistency
- Built a modular component library and data visualization system to simplify complex metrics for non-technical admins

UI/UX Designer, Degpeg (Live Commerce / Ad-Tech)*Apr 2022 - Dec 2022*

- Achieved a 20% lift in landing page engagement and a 15% cut in user flow completion time through targeted UX optimizations informed by competitive research
- Revamped client and admin dashboards, increasing satisfaction 25% and feature adoption 10% (NPS and in-app event data), and improved live-stream conversion 10% by reducing checkout friction with the help of clear product CTAs.

Freelance Experience

UI/UX Designer, Zarity (Telehealth) *Jul 2024 - Oct 2024*

- Designed a B2C mobile app and B2B web dashboard simultaneously, maintaining a single design system across two audiences with different workflows and data needs

UI/UX Designer, Stealth Startup (Consumer App) *Nov 2024 - Dec 2024*

- Collaborated on 6 feature modules applying behavioral design principles - variable reward loops, progress mechanics - to drive daily user retention

Other Projects

- Game Gen AI Concept - Built a user friendly AI Concept / solutions for users looking to generate game assets like , Characters , visual elements , 3d backgrounds and more.

Skills & Tools

Product strategy, UX research, Usability testing, Interaction design, Design systems, Information architecture, Responsive design, Accessibility (WCAG), UX writing, Wireframing, Prototyping, User personas, User journeys, Drop-off analysis, Behavioural research, Stakeholder management, Agile, Cross-functional collaboration, Design critiques, Mentoring, Google Analytics, Figma (Auto Layout, Variables, Components, Prototyping), Figma Make, Framer, Illustrator, Motiff, Photoshop, HTML, CSS, React,Claude Code, GitHub, Vercel

Education & Certification

B.Tech, Information Technology - KIIT, Bhubaneswar - Class of 2022

Product Design Fellowship - Next Leap - Apr - Jun 2024

Integrating Gamification in UX: Designing Driving Mechanics for Highly Engaging Digital Products Aug 2023