

Pankaj Kumar

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www.whitecat.design



Total Experience- **13 years in Human Centered Design**

Skills

Research- Scope, Opportunity, Gap, Stakeholder, User-Centric
Usability Testing- Approach and guideline
User Journey & Empathy Mapping- All possible Use-case & user pain-points
Mental Model- How user behave & thinks
Wireframe & Prototyping- Free hand making wireframe & Figma/XD Prototyping
Storyboarding- Easier to make understand others
Conducting Workshop- To train the Boot campers conduct design
Atomic Design Framework- To streamline and breakdown complex interface into simplest one
Problem Solver- Approach to figure out another way around
Persona & Shadowing - Studied real users to build personas and uncover key pain points
Card Sorting & IA - Refined navigation through card sorting & optimized IA for clarity

Torry Harris | Team Lead, UI/UX, currently leading a team of 7 designers

Oct 2022- Present | Bengaluru, India

- Reducing time frame to re-use the same component in Figma
- Project Define Category selection from customer end interface, web application
- Project POC For British Telecom And Schneider Electric Web application
- Project Manage Slot & Request Now Service for Vendor Marketplace, web application
- Project Schneider Empowering the electrician in rural India, mobile Application
- Project Search base Navigation to reach the checkout page in the Marketplace
- Project Sharjah Media Management & Dubai Creative community web application
- Project KDEM(Karnataka Digital Economic Mission) Informative, web application

Mindtree | UI/UX Designer, Client Product, Adobe XD

Jul 2019- Oct 2022 | Bengaluru, India

- Project B2C Redesign the "Dulux Visualizer" mobile app, best paint experience
- Project B2B "Pamper School Delivery" website, monitored pamper product
- Project "Toyota Software Service Portal" website updated software or their vehicle infotainment
- Projects "Digital Health Wallet", upload all necessary document during covid-2019
- Projects B2B Microsoft "Champion Management Portal" for Microsoft Teams

DISQ | Design Innovator, Startup, Adobe XD

Jan 2019- Oct 2019 | Nashik, India

- Conducting Qualitative research, contextual enquiry at farmer and team
- Empathising & shadowing with real persona
- QR code base solution to fetch the all entry time at desktop
- Workshop and training about how to use product
- Project B2C "Mobility as a service in rural India" mobile app, single screen user is not Tech-Savvy
- Project B2B "Tracking Vehicle" re-route the vehicle to fill the empty crates to avoid the losses

Foodhall | Visual Designer, Retail stores

May 2016- Jun 2017 | Bengaluru, India

- Drafting the visuals as per the store dockets
- Look after the print media and finding new vendor
- Foodhall new store set up in VR Mall, Bengaluru
- Creating and composing the visuals on promotions
- Revamping of entire marketing collaterals and visuals for 1 Mg Mall

Naturesmania | Handicraft Product Designer, Retail stores

May 2014- Jun 2016, Jun 2010 - Jun 2013 | Chennai, India

- Sourcing of the props during the promotions and festivals
- Deco-Aro new Store setup in Bandra, Mumbai and Surat
- Explorations in candle and packaging & Look after the design collection

Lifestyle | Visual Merchandiser, Retail stores

Jul 2013- May 2014 | Chennai, India

- Look after the print media and finding new vendor
- Look after the City Centre mall and Home centre for 2 months
- Creating and composing the visuals on promotions
- Preparation and execution of all collaterals during the EOSS at Express avenue and city centre mall

Education

Master of Design "**User Experience Design**" MITID, Pune- (2017-2019)

Bachelor of Design "**Accessory Design**" NIFT, Hyderabad- 2006-2010

Diploma "Fine Arts" Chitrakala Academy, Chandigarh- 2003-2006

Honors & Achievement

Best Project Award at MITID 2019
Mobility as a Service in Rural India

Guest Faculty at VIT, Vellore, "**Interaction Design**" M.Des Student, Katpadi – 2023

Guest Faculty at VIT Vellore "**User Experience Design**" M.Des & B.Des Student, Katpadi – 2024

Guest Jury at NIFT Bengaluru "**M.Des & B.Des Students**", Bengaluru– (2023/2024)

Tools

Figma
Adobe Illustrator
Photoshop
Adobe XD
Figma
Miro
User Testing
AI Lovable/ChatGpt
Proto.io
Hotjar

Training Conducted

How to Analyse the Insights from the requirement?

How to make UI/UX Portfolio?

Interests

-Travelling
-Mentoring
-Newspaper Doodling
-Self-Improvement
-Exploration
-Upcycled Product