# Amit Kumar

**Product Designer**
Toronto, Ontario

**+1 437 477 6773**

[adhundhara@gmail.com](mailto:adhundhara@gmail.com)

With 7+ years of experience designing digital products, driven by a passion for addressing user challenges and crafting visual design interfaces for both web and mobile platforms. My expertise spans the entire design journey, from initial research and developing personas to creating wireframes, prototypes, and the final user interface designs. My knowledge of various front-end and back-end technologies helps me understand my designs, feasibility and better understand deliverables to Developers. Made impactful contributions to high-profile Canadian initiatives, significantly boosting user satisfaction and advancing business goals. Additionally, I excel in promoting AI applications and platforms, leveraging tools like Microsoft Copilot to innovate and streamline design processes.

## Portfolio
https://amitkumar.site

## Linkedin
https://www.linkedin.com/in/amit-kumar-14840bb8/

## Professional Experience

**Product Designer - Junto XP, Toronto**                                    **July 2022 - Present**

- Played a pivotal role in enhancing user experiences for renowned brands like **Pizza Pizza, TD Bank, and ShopThing, Onlia Insurance & Ontario Govt projects** by leading a user-centered design process.

- Achieved a 4% reduction in bounce rate and improved website accessibility score from 62% to 85% for Pizza Pizza through meticulous user research, competitive analyses, and data-driven design strategies.

- Collaborated closely with cross-functional teams, including product owners, stakeholders, and engineers, fostering a culture of teamwork to deliver cohesive and user-centric digital experiences.

- Spearheaded the creation of intuitive Customer Journey Maps, user flows, persona,  low/high fidelity mockups, and clickable prototypes, contributing to the visual design and interaction design excellence across all product pages.

- Played a key role in **OVIN - Ontario Vehicle Innovation Network design system**, ensuring uniform design consistency across all products by working with internal designers. This was achieved using Figma, where I managed large and complex Figma files to streamline collaboration and maintain design integrity.

- Developed and enhanced  SaaS applications, web-based solutions, enterprise software, and cloud platforms through user-centric design improvements, ensuring enhanced usability and performance.

- Led the UX of web-based and e-commerce solutions, and communicated directly with clients for requirements and feedback, This role improved the ability to craft design solutions from complex needs, enhancing partnerships and project success.

- Directly presented and communicated design concepts and solutions to clients, enhancing client relationships and project transparency.

**Product Designer - Ehalo, Toronto**                                    **January 2022 - June 2022**

- After a comprehensive redesign of the Ehalo app, achieved a **remarkable 40% improvement in user retention rate** by employing a rigorous user-centered design process, from initial ideation to successful implementation.

- Developed a digital conversational help strategy and detailed roadmap with measurable outcomes to help the team of Designers.

- Worked with the project manager and the team of designers to lead the design flow to deliver various products for web and mobile.
- Utilized strong analytical skills to address complex design challenges, making data-driven decisions to meet user needs and business objectives.
- Carried out user research using surveys to gather feedback and implemented this feedback to enhance the design process.
- Managed the transition of old Adobe XD files to Figma at Ehalo and led the redesign of the app.
- Analyzed market and industry trends, competitor strategies, and user research to translate findings into solutions.

**Product Designer - Gokhelo**                                               **October  2020 - October 2021**

- Spearheaded Gokhelo's product design lifecycle, from research to launch, incorporating user-centered design processes and Agile methodologies. Enhanced product accessibility and user engagement, contributing to rapid user base growth to **500K+ in 8 months and hosting 1M+ contests.**
- Utilized research and data analysis to inform design decisions, significantly impacting Gokhelo's **GMV growth to ₹5M+.**
- Championed design thinking at Gokhelo, guiding the product from initial concept through launch. Fostered cross-functional collaboration and utilized data-driven insights, significantly contributing to rapid market penetration and user engagement.
- Led a diverse team of 18, including junior designers and developers, through Agile product development processes, integrating Mixpanel for user behavior insights. This data-driven approach enhanced our designs and product efficacy.

**Product Designer - Wap Systems**                                        **September  2018 - September 2020**

- Designed wireframes, user flows, mockups, and prototypes to ensure seamless interactions and optimal user experiences for both website and native mobile applications.
- Designed user interface elements and visual assets focusing on brand guidelines and maintaining a consistent visual language.
- Collaborated with Developers and Testers to test the product before the launch.
- Led a 6-member team in Agile product development, closely working with clients to ensure projects were delivered efficiently and innovatively.
- Created and maintained websites using content management systems (CMS) such as WordPress.

**Product Designer  - Oddboon**                                           **March 2017- September 2018**

- Developed and maintained the brand guides and performed visual design audits.
- Defining personas, user testing plans, Ui and UX guidelines.
- Created prototypes ranging from low to high fidelity for iOS and Android platforms,  defining visual elements, product features, and overall design.
- Diligently focused on typography, color theory, and layout to enhance visual communication and user engagement.
- Led the design team through all stages of the design process.
- Utilized user research to identify pain points and needs, leading to a 30% reduction in customer complaints and an improvement in user satisfaction scores.

## Education

**York University, Toronto, ON - September 2022**

Post Graduate Diploma, Digital And Content Marketing

**IEC University, Himachal Pradesh - India - August 2018**

Bachelor Degree, Bachelor Of Computer Application (BCA)

## Skills

- Data-Driven Decision Making
- Teamwork and Cooperation
- User Flow & Mapping
- UI Mockups and style guides
- UX Audit & Report
- Design & Usability Testing
- A/B Testing
- Usability Testing
- User Research
- Storytelling
- Design Thinking
- Innovative Design Approaches
- Low/High Fidelity Wireframes
- Interactive Prototyping
- Follow-on Design Implementation
- User Personas
- Competitive Analysis
- Experience Map
- Problem-Solving

## Tools & Softwares

Figma, Notion, Sketch, Miro, Principle, UserTesting, Adobe Creative Suite (Photoshop, Illustrator, XD, After Effects), Affinity Designer, WordPress, Shopify, Webflow, Spline, HTML, CSS, JavaScript (Basic), C language and C++ (Basic), Microsoft Copilot.

## Domains

Finance and Banking, E-Commerce, Retail, Food, Artificial intelligence and chatbots, Dairy Tech, Transportation, Education, Real Estate, Logistics, Gaming, Travel, Crypto and Web3.