Pankaj Kumar

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About me

I am an engineer turned designer with a profound inclination towards bridging the gap between design and technology. In my 9+ years of experience as a designer, I have worn various hats, including Design Thinking, UX Design, User Research, and Service Design. I am a human behaviour and poetry enthusiast, which helps me bring depth to my insights and designs.
I am looking for a new role to explore and help build human-centric experiences at scale.

Education

M.Des, Strategic Design Management
2016-2018
National Institute of Design

B.Tech, Electrical & Electronics Engineering
2009-2013
Krishna Institute of Engineering & Technology

Skills & Abilities

Figma, Adobe XD, Sketch, Invision, Mural/Miro, Service Design, Design Management, UX Research, Design Thinking, A/B Testing, Workshop Facilitation, Usability & Heuristics Evaluation, Business Design, Journey mapping, Service Blueprint, Design Audit, Team management, Mentoring

Past Accolades

National Winner of Startathon at Indian Institute of Management, Ahmedabad

National Finalist of Innovation Playground in The Red Brick Summit held at Indian Institute of Management, Ahmedabad

Recent Certification

Product Management certification by Darden Business School
Futures Thinking by IFTF
Enterprise Design Thinking by IBM

Experience

Credit Suisse
July 2021 - Present

Design Thinking Lead
Responsible for driving end-to-end design thinking process that involves research, design and usability of digital experiences and services
Design and lead end-to-end user experience to drive key product KPIs and user requirements
Help businesses to build products related to Climate and Credit Risk, Compliance and Reporting
Leading, mentoring and hiring a team of designers/researchers to establish Design studio in India

Byjus
Feb 2021 - Jul 2021

Senior Design Researcher
Lead UX Research projects for the Disney Byjus app (K3 Category) to deliver product KPIs like user retention and engagement
Helped product team to identify and resolve user behaviours leading to drop in engagement of workbooks for the DBEL app
Qualitative and quantitative research for customisation of the DBEL app launch in North America
Established User research framework & methodologies to improve efficiency to align the User Research with product vision

Société Générale
Jul 2018 - Jan 2021

Design Strategist
Worked on 10+ consulting projects for different business units across the globe, involving Digital transformation and Automation of business procesess using Design Thinking, Service Design & UX Design
UX Design for fund processing Service, Prime brokerage and clearing service, KYC, Client data management
Product strategy for AR/VR experience creation platform
Design thinking and creative problem-solving workshops for Visioning and forecasting

MIT Media Lab
May 2017- Jul 2017

Design Research Intern
Design and technology Intervention for the projects:
Experience Design for OPD journey in AIIMS, Delhi
Identifying stress and vulnerabilities of Nashik farmers

Infosys Limited
Feb 2014 - Jul 2015

Business Analyst - UX
As a part of the product team, helped in defining and testing user interfaces and user flows for India's first mobile payments bank platform

Sapro Robotics
Jun 2013 - Jan 2014

Research Engineer
Worked with the founder to design, develop & market launch of remote control system for home appliances Market

Volunteer Experience

SDD India
Sep 2019 - Present

Co-founder & Host | Service Design India
Researched, conceptualized, and executed the establishment of the India chapter after understanding the gap in the Indian Design community for Service Design
Building India's largest Service Design community