

DEVESH KUMAR

Product Designer

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PROFESSIONAL SUMMARY

Product Designer with 9+ years of experience across Enterprise SaaS, AI products, B2B, and Logistics/Supply Chain. Comfortable owning a project end-to-end, from early research and wireframes to shipped, production-ready UI, and just as comfortable building the brand, website, and marketing assets around it. Recently picked up hands-on experience with AI tools like Claude Code and Claude Design to speed up design system work, plus working knowledge of generative AI for image and video content.

EXPERIENCE

Apollo Supply Chain (Apollo Group), Assistant Manager, UI/UX Designer

Aug 2023 - Present

Gurgaon, India (Onsite) | Leading logistics & supply chain solutions provider for 150+ brands across India

- Design lead for Apollo's core products, including enterprise dashboards, warehouse management systems, and consumer products like Alfa and XTCY. Own the process end-to-end, from early research and wireframes to final developer handoff.
- Rebuilt Apollo's design system from the ground up using Figma components, auto layout, and design tokens, cutting design-to-development time and bringing a lot more consistency across the product.
- Spent 4 months using Claude Code and Claude Design to speed up the design system for Apollo's Warehouse Management System (WMS), generating production-ready components and documentation much faster than doing it manually, and improving handoff accuracy for engineering. Also use Figma AI, Google Stitch, and UX Pilot day-to-day for quick UI generation and usability checks.
- Led the UX work to merge two product lines into a single platform, improving resource utilization by around 4x, and redesigned a data-heavy analytics dashboard based on usability testing to strengthen customer retention.
- Handle brand and marketing design for Apollo end-to-end: website builds on WordPress, landing pages, presentation decks, social creatives, emailers, and packaging, across office, warehouse, and event touchpoints.
- Run workshops and design reviews with product, engineering, and marketing stakeholders to gather requirements and keep the roadmap aligned, which has cut down on rework.
- Use generative AI (image and video) to quickly put together concept visuals and marketing assets, and keep an eye on new AI design tools worth adopting for the team.

Wobot AI, UI/UX Designer

Sep 2020 - Aug 2023

Foster City, California (Remote) | AI-powered video intelligence platform delivering real-time operational insights

- Designed a SaaS dashboard from scratch for an AI-powered video intelligence platform, turning real-time analytics and computer vision data into a simple monitoring and POS experience.
- Built the company's first real design system, standardizing components and patterns so design and engineering could move faster.
- Worked closely with PMs and engineers on product strategy and feature prioritization, running user research and usability testing along the way.
- Led several outsourced UX projects end-to-end, from IA and wireframes through to prototypes and developer handoff.
- Redesigned the company website, sales decks, and marketing assets to give the brand a more cohesive look.

Modified Digital, UI/UX Designer

Jun 2018 - Sep 2020

Noida, India (Onsite) | Digital design agency serving enterprise clients

- Worked directly with enterprise clients like TATA Housing, Lenovo, and MakeMyTrip to turn business requirements into user-centered dashboard and website designs.
- Ran user research and interviews to guide wireframes and high-fidelity UI for responsive websites and mobile apps.
- Owned design QA and developer handoff, and presented design decisions directly to stakeholders across real estate, technology, and travel clients.

NEXA Maruti Suzuki India, UI/UX Design & Web Developer

Apr 2016 - Jun 2018

Noida, India (Onsite)

- Designed and built the NEXA website on WordPress, balancing visual design with site performance and SEO.
- Led responsive UI/UX design across devices to improve navigation, engagement, and conversion.
- Worked with marketing and development teams to keep the site aligned with NEXA's brand and business goals.

PROJECTS

Veda Academy: Designed a bilingual mobile app from concept to launch, including wireframes, prototypes, and high-fidelity UI, in collaboration with developers to improve engagement and retention across devices.

Tropicana (PepsiCo): Created social media creative assets aligned with brand guidelines and campaign goals, partnering with marketing teams to boost visibility and cross-platform consistency.

Swiggy Instamart: Designed UI/UX as a freelance product designer, delivering user-centric interfaces and streamlined flows that improved usability and aligned with brand goals.

Philips: Designed the landing page, creative assets, and video editing for the Philips Smart Home App.

SKILLS

Product Design & Strategy: Product Design, Product Strategy, Design Thinking, UX Strategy, Interaction Design, Product Discovery, Feature Prioritization, Requirement Gathering, Workshop Facilitation

Research & Testing: User Research, User Interviews, Personas, Journey Mapping, Information Architecture, Usability Testing, Accessibility, Wireframing, Prototyping, User Flows

Design Systems & Documentation: Design Systems, Design Tokens, Component Libraries, Figma Libraries, Auto Layout, Variables, Developer Handoff, Design QA, Design Documentation, Micro-interactions, Motion Principles

Visual & Brand Design: Visual Design, Brand Identity, Typography, Color Systems, Iconography, Illustration Direction, Marketing Design, Presentation Design, Packaging, Social Media Creatives, Creative Direction, Visual Storytelling

Website & Front-end: Website Design and Development, WordPress, Elementor, WooCommerce, Shopify, Webflow, Framer, HTML, CSS, Responsive Web Design, SEO Fundamentals, Website Performance, Landing Pages, Conversion Optimization

Tools: Figma, Figma AI, FigJam, Miro, Adobe Photoshop, Illustrator, After Effects, Adobe XD, Lightroom, Premiere Pro, Claude Code, Claude Design, Google Stitch, UX Pilot, Cursor AI, ChatGPT, Lovable, GitHub, Jira, Confluence, Notion, Google Analytics, Hotjar, Microsoft Office, Google Workspace

AI & Emerging Workflows: AI-Assisted Design, Claude Code, Claude Design, Figma AI, Google Stitch, UX Pilot, AI Prototyping Tools, Prompt Engineering, AI Workflow Automation, Generative Design, Generative AI for Image Generation, Generative AI for Video Generation, AI Tool Evaluation & Adoption, Rapid Prototyping with AI, Design-to-Code with AI

Leadership & Soft Skills: Design Leadership, Mentoring, Cross-functional Collaboration, Stakeholder Management, Agile / Scrum, Sprint Planning, Communication, Critical Thinking, Ownership, Strategic Thinking

CERTIFICATIONS

- Foundation of User Experience (UX) Design, Google, 2021
- Enterprise Design Thinking, Team Essentials for AI, IBM, 2023
- Enterprise Design Thinking, Co-Creator, IBM, 2021
- Enterprise Design Thinking, Practitioner, IBM, 2021
- UI/UX Assessment, LearnTube, 2022

EDUCATION

Dr. B.R. Ambedkar University, Agra, Bachelor of Science (B.Sc.), 2017 - 2019

NIIT, Ghaziabad, GNIIT Software Engineering, 2015 - 2017

General Assembly, User Interface and User Experience Design, 2022