

Devesh Kumar | UI/UX Designer

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Full-stack Product Designer with 8+ years of experience in B2B, Enterprise, and SaaS. Expert in streamlining workflows, crafting accessible AI-driven designs, and collaborating cross-functionally to drive engagement and efficiency.

EXPERIENCE

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

Gurgaon, India, Onsite, Aug 2023 - Present

Apollo Supply Chain is a leading logistics provider offering tech-driven, end-to-end supply chain solutions for 150+ top Brands across India. Specializes in freight, contract logistics, and operational efficiency.

- Designed and launched major products (Alfa, XTCY Drink) including dashboards, websites, branding, and packaging; revamped Apollo's branding, design system, and marketing assets to boost consistency and visibility.
- Led UX strategy to merge two product lines into a unified platform, optimizing resource utilization by 4x; redesigned a data analytics tool to enhance usability and support key customer retention through effective usability testing.
- Collaborated with design system and marketing teams to deliver scalable components and proposed 6 new icons; managed outsourced UX projects and redesigned sales decks to improve brand positioning and client engagement.

Wobot AI, UI/UX Designer

Foster City, California, Remote, Sep 2020 - Aug 2023

Wobot.ai is an AI-powered video intelligence platform that leverages CCTV infrastructure to deliver real-time operational insights and enhance productivity, compliance, and customer experience.

- Designed a SaaS dashboard from scratch, following a structured design process to create intuitive interfaces for a POS system and real-time analytics dashboard, improving user experience and operational efficiency.
- Built a custom design system tailored to the company's needs, ensuring consistency across digital products and simplifying future design efforts.
- Collaborated with cross-functional teams (PMs, engineers, designers) to shape product roadmaps and enhance user journeys, contributing to product strategy.
- Led multiple outsourced UX design projects, ensuring high-quality deliverables and aligning with business goals.
- Revamped sales decks, marketing assets, and the company website, improving brand positioning and delivering a cohesive visual identity that resonated with clients.

Modified Digital, UI/UX Designer

Noida, India, Onsite, June 2018 - Sep 2020

- Collaborated with cross-functional teams to deeply understand client needs, translating them into user-centered dashboard and website designs for high-profile clients like TATA Housing, Lenovo, and Make My Trip.
- Designed intuitive and visually engaging interfaces that simplified complex data, improved usability, and directly addressed key user pain points, resulting in more accessible and actionable information.
- Delivered UX/UI design solutions that boosted user engagement, streamlined workflows, and enhanced user satisfaction, leading to measurable improvements in overall product performance for clients across industries such as real estate, technology, and travel.

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

Noida, India, Onsite, Apr 2016 - Jun 2018

Designed and developed the NEXA website on WordPress, combining visual appeal with scalable backend functionality to ensure high performance and seamless user experiences. Led intuitive UI/UX design efforts with responsive layouts and custom features to boost engagement across all devices. Optimized site speed using tailored themes and plugins, collaborated with marketing and development teams to align the design with NEXA's brand and business goals, and enhanced navigation and user flow, resulting in improved usability, retention, and conversions.

PROJECTS

Veda Academy

Designed the Veda Academy app from scratch, creating intuitive, bilingual UI/UX with wireframes and prototypes to enhance engagement, retention, and cross-device functionality in collaboration with developers.

Tropicana (PepsiCo)

Designed creative social media assets for Tropicana, aligning with brand identity and promotional goals to boost visibility, engagement, and consistency across platforms in collaboration with marketing teams.

Swiggy Instamart

Designed UI and UX for Swiggy Instamart in 2020 as a freelance designer, creating user-centric interfaces and seamless experiences that aligned with brand goals and improved overall usability.

SKILLS

Design: Wireframe, Prototypes, Typography, Web & mobile design, User flow, Storyboard, Visual design, User journey, Design leadership, Product strategy, Visual storytelling, Affinity map, Thematic analysis, Usability testing, User interviews, Surveys

Design Tools: Figma, Adobe XD, Photoshop, Sketch, Figjam, Miro, Adobe Creative Suite, Jira, Confluence

Soft Skills: Agile, Detail-oriented, Self-starter, Strong Problem Solving, leadership, communication, Collaboration

CERTIFICATIONS

- Google UX Design from Coursera x Google
- Design thinking & AI from IBM

EDUCATION

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

NIIT, Ghaziabad - (GNIIT) Software Engineering (2015 - 2017)

General Assembly - User interface and User Experience Design (2022)