

ASHOK KUMAR

Lead UX/UI Designer

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PROFESSIONAL SUMMARY

Lead UX/UI Designer with 13+ years designing enterprise-grade products across Government, Real estate, and emerging Technology sectors. Expert in translating complex workflows into usable experiences through rigorous research, design systems, and cross-functional collaboration. Led end-to-end design initiatives for mission-critical platforms supporting global enterprise clients. Strong track record of driving design decisions with evidence-based insights and building scalable, accessible solutions.

EXPERIENCE

Realoq – Hyderabad, India | Lead UX/UI Designer | Feb 2024 – Present

- Established the UX vision for a real estate platform and built and maintained design systems, ensuring consistency across web and mobile touchpoints.
- Conducted user research and usability testing across customer segments and translated findings into design decisions that shaped product roadmap.
- Mentored designers on design systems, prototyping, and developer handoff standards, resulting in improved workflow efficiency by 70% and streamlined collaboration across teams.
- Developed product-focused marketing materials including engaging presentations, branded social media posts, and short promotional videos using industry-standard design tools to enhance stakeholder communication, reinforce brand visibility, and drive lead generation.
- Collaborated with engineering and product teams to align business requirements with user needs, resulting in 80% improvement in project delivery efficiency.

Ministry of Interior – Manama, Bahrain | Senior UX/UI Designer | May 2019 – May 2023

- Led UX research, user flows, wireframes, and UI design for internal government platforms processing high-volume transactions, delivering measurable improvements in UX and operational efficiency.
- Redesigned complex workflows for administrative staff and reduced task completion time by establishing clear information architecture and interaction patterns.
- Implemented accessibility standards across all deliverables, ensuring compliance with government digital guidelines and achieving 65% increase in accessibility adherence.
- Collaborated with government stakeholders and IT teams to understand constraints and deliver solutions that worked within existing infrastructure.
- Developed comprehensive design documentation and established design systems, streamlining knowledge transfer to in-house teams.

Futluz Technologies – Hyderabad, India | Senior UI Designer | May 2017 – Jan 2019

- Designed interfaces for Web & Mobile applications and implemented front end code to support multiple product lines.
- Established and enforced responsive design & accessibility standards across all projects.

- Worked closely with frontend developers on component specifications and design-to-code handoff.
- Led design critique sessions and mentored junior designers on design systems thinking.

Microexcel Inc – Hyderabad, India | Senior UI Designer | Feb 2016 – Jan 2017

- Delivered production-ready UI designs and HTML/CSS components for web applications.
- Ensured pixel-perfect implementation through detailed design specifications and developer collaboration.
- Managed design assets and maintained component libraries, enabling reusable solutions that improved efficiency and consistency across multiple projects.

Web Designer/HTML Developer | 2011 – 2016

- Worked across multiple organizations (Believe Creative, Rocana Software, 88DB, LogonB2B) on diverse digital projects.
- Built responsive websites and digital experiences, gaining diverse experience across industries and design contexts while delivering successful projects.

EDUCATION

Bachelor of Science – Osmania University – Hyderabad, India | Graduated 2010

CORE SKILLS

Research & Strategy: User Research, Usability Testing, User Flows, Information Architecture, Accessibility Standards (WCAG 2.1)

Design & Prototyping: Wireframing, High-Fidelity Prototyping, UI Design, Responsive Design, Design Systems, Component Libraries, Cross-Platform Design

Tools & Technology: Figma, Adobe XD, Adobe Photoshop, Adobe Express, Canva, HTML/CSS, Bootstrap, Tailwind CSS.

Collaboration: Cross-Functional Teamwork, Stakeholder Communication, Team Mentoring, Developer Handoff.

PORTFOLIO

www.ashokux.in – View detailed case studies showcasing enterprise platform designs and end-to-end design processes.

CERTIFICATIONS

- [UX Design](#) from Interaction Design Foundation (IXDF).
- [AI for Designers](#) from Interaction Design Foundation (IXDF).
- [ONE MILLION PROMPTERS](#) from Dubai Future Foundation.