

# ASHOK KUMAR

Lead UX/UI Designer

Hyderabad, India • Open to Relocate • +91 9515640696 • ashokweb8@gmail.com • www.ashokux.in

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## PROFESSIONAL SUMMARY

Lead UX/UI Designer and Product Designer with 14+ years of experience delivering user-centered digital products across Government, Real Estate, and Technology sectors. Expert in end-to-end product design from User research and Strategy to Design systems, AI-assisted workflows, and Developer handoff. Holds direct GCC market experience at the Ministry of Interior, Bahrain. Adept at aligning cross-functional teams, driving data-informed design decisions, and building scalable, accessible solutions. Actively seeking senior UX/UI or Product Design roles across GCC markets.

## KEY SKILLS

**UX Research & Strategy:** User Research, Usability Testing, Journey Mapping, Information Architecture, Heuristic Evaluation, Persona Development

**Product Design:** End-to-End Product Design, Design Systems, Wireframing, High-Fidelity Prototyping, Responsive / Mobile-First Design, Cross-Platform Design

**AI & Tools:** Figma, Adobe XD, Adobe Photoshop, Adobe Express, Canva, AI Tools (Figma Make, Google Stitch, ChatGPT Images, Claude AI, Perplexity, Google Gemini)

**Front end Technologies:** HTML, CSS, Bootstrap, Tailwind CSS

**Standards & Collaboration:** WCAG, Agile/Scrum, Stakeholder Management, Design Mentorship, Developer Handoff

## PROFESSIONAL EXPERIENCE

**Realoq** | Lead UX/UI Designer

Feb 2024 – Present

Hyderabad, India | Real Estate Technology Platform

- Defined the end-to-end UX vision for a real estate SaaS platform, building a scalable design system ensuring consistency across web and mobile touchpoints.
- Leveraged AI design tools (Figma Make, Google Stitch, ChatGPT Images) to accelerate ideation, generate UI concepts, and streamline design iterations, reducing concept-to-prototype time significantly.
- Conducted multi-segment user research and usability testing, translating findings into data-driven decisions that directly shaped the product roadmap.
- Standardized design-to-development handoff via a Figma component library, improving workflow efficiency by 70% and project delivery efficiency by 80%.
- Mentored designers on design systems, prototyping, and developer handoff and produced marketing assets using Adobe Express and Canva to strengthen brand visibility.

**Ministry of Interior** – Government of Bahrain | Senior UX/UI Designer

May 2019 – May 2023

Manama, Bahrain | Government / Public Sector | GCC Market Experience

- Led UX research, user flows, wireframing, and UI design for mission-critical government platforms processing high-volume citizen and administrative transactions.

- Redesigned complex administrative workflows, reducing task completion time through optimized information architecture and streamlined interaction patterns.
- Implemented WCAG 2.1 accessibility standards across all deliverables, achieving a 65% increase in accessibility compliance aligned with government digital guidelines.
- Developed comprehensive design systems and documentation that streamlined knowledge transfer to in-house teams and IT stakeholders.

**Futluz Technologies** | Senior UI Designer

*May 2017 – Jan 2019*

Hyderabad, India | Software Product Company

- Designed responsive interfaces for web and mobile applications across multiple product lines, collaborating closely with developers on component specs and handoff.
- Led design critique sessions, mentored junior designers on design systems thinking, and enforced responsive design and accessibility standards.

**Microexcel Inc** | Senior UI Designer

*Feb 2016 – Jan 2017*

Hyderabad, India | IT Development

- Delivered production-ready UI designs and HTML/CSS components for enterprise web applications; maintained component libraries for reusable, consistent solutions.

**Earlier Career** (Believe Creative, Rocana Software, 88DB, LogonB2B) | Web Designer

*2011 – 2016*

- Built responsive websites and digital experiences across B2B and B2C industries, establishing core skills in visual design, HTML/CSS, and Product delivery.

## EDUCATION

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

## CERTIFICATIONS

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

## PORTFOLIO

[www.ashokux.in](http://www.ashokux.in) – View detailed case studies showcasing enterprise platform designs and end-to-end design processes.