# Prashant Kumar

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## SUMMARY

I'm a London-based designer with **4+ years of experience** in UX and product design, blending practical experience with research-driven approaches. I recently completed a Master's in Information Experience Design at the **Royal College of Art,** where I explored immersive media, speculative design, and emerging technologies, including AI and XR. **I want to work in the emerging technology sector**, making complex processes and ideas accessible and meaningful for people.

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## EDUCATION

**Royal College of Art, London:** Information Experience Design (MA)          *September 2024 - September 2025*
Exploring immersive and speculative design; built a VR "learn and build" experience for STEM learning.

**Indian Institute of Science, Bengaluru:** Master's in Product Design and Engineering (M.Des)    *July 2018 - May 2020*
Interdisciplinary (Design, Business and Engineering) program; redesigned IISc website, coordinated placement initiatives and served in the students' council.

**School of Planning and Architecture, Bhopal:** Bachelor's In Architecture (B.Arch)        *July 2013 - May 2018*
Developed spatial, visual, and systemic design skills; thesis on housing resettlement for displaced communities.

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## WORK EXPERIENCE

**IBM** - Senior UX Designer                                      *Bengaluru | July 2021 - August 2024*
- Underwriter's Platform: Led the **entire product design process** for a global credit insurance platform used by **1000+ underwriters**. Adapted the design process for **agile** while working with **20+underwriters**.
- **Managed discussions between product owners, developers and underwriters** to align usability goals with business requirements, to define **user stories**, build a **consistent design system**, and ensure accessible, production-ready interfaces across **20+ features.**
- The focus was on **design for speed**, **reducing task completion time by 30%.**
- Short-term engagements: Delivered **UX audits** and redesign proposals for **smart home services** and the **Government Complaint Portal**, simplifying multi-step processes and **introducing AI-driven features**.
- **Won internal competitions** by IBM, like AI and design, graphic design and service design.
- Leadership and Design Ops: **Conducted sessions** about design methodologies for an agile environment and **accessibility in digital design.** Led and co-facilitated **10+ workshops** for new hires (**50+ participants** each), guiding them through core principles of **IBM Enterprise Design Thinking**.

**PricewaterhouseCoopers** – Associate UX Designer                           *Bengaluru | July 2020 - June 2021*
- Supported the design of **10+ enterprise and internal products** across **healthcare services, health monitoring apps, financial services, and data analytics** domains.
- Contributed to various stages of the **product lifecycle,** ranging from user research synthesis and detailed user flows to design strategy and high-fidelity visual design.
- Designed new features and websites across **PwC's digital ecosystem** and **internal learning tools**.

**Incubate Hub** - UI/UX Design Intern                                *Bengaluru | June 2019 - July 2019*
- Worked on the **conceptualisation** and **business model** of a new **SaaS platform** along with managers to connect creators/influencers to find audiences and generate income through connecting to corporates.
- As a **solo designer in the startup**, I worked on **content, UI design**, and the overall user flow.

**Foundation for Science Innovation and Development (FSID), IISc-** Product Design Intern        *May 2019 - June 2019*
Designed and developed a smart water bottle product using phase change material and **IoT features** with a micro-enterprise partner. Contributed to concept design, business model development, and product prototyping.

## SKILLS

**UX Design:** Brainstorming · Ideation · Information Architecture · Prototyping (low to high fidelity) · Storyboarding · User Journey Mapping · Heuristic Evaluation · Component Libraries · Lean UX · Systems Thinking · Design Systems (Google Material · iOS · IBM Carbon · Salesforce · Ojet)

**Visual/UI Design:** Graphic Design · Typography · Desktop and Mobile UI · Motion Design · Styleguides · Brand Identity · Layout · Data Visualisation

**User Research:** Opportunity Identification · Market research · Surveys · Usability testing · Stakeholder and User Interviews · Ethnographic Research · UX analytics · Post launch research · Data Backed Insights

**Design Frameworks:** Double Diamond Method · Atomic Design · IBM Enterprise Design Method · IBM AI Design Framework · IBM Garage · IDEO Design Kit · Google Design Sprint · Design for Agile · Creative Engineering Design · TRIZ · HEART Framework · Embodiment design

**Other:** Service Design · Speculative Design · Design for more than humans · New Product Development · Business Model · Value Proposition · Startup · Design Leadership in Agile · Scaled Agile Framework · 3D and Spatial Design · VR Design · Game Design · Workshop Facilitation

**Tools:**

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| UX/UI Prototyping: | Figma · Sketch · Adobe XD · Webflow · ProtoPie · Invision |
| Visual Design: | Photoshop · Illustrator · InDesign · Procreate |
| Documentation & Research: | Miro · Figjam · Mural · Confluence · Jira ·Optimal Workshop |
| Front-end (Familiarity): | React JS · HTML · CSS · JavaScript · TypesScript |
| Data Viz (Familiarity): | Tableau · Power BI · R Studio |
| Video: | Da Vinci Resolve · After Effects · Premiere Pro (Basics) |
| Immersive media: | Unreal Engine · Unity · Touchdesigner (Basics) |
| 3D: | Blender · Fusion 360 · Rhino 3D |

## AWARDS & RECOGNITION

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| IBM iX Gen AI Hatch-a-thon | 1st prize | 2024 |
| IBM iX Service blueprint challenge | Top 5 | 2023 |
| World Interaction Design Day (IXDD) Designathon | Top 5 | 2019 |
| UNESCO Louis I Kahn Trophy | Top 6 | 2014 |
| Integral Studio, S.P.A., Bhopal | Most Innovative Design | 2013 |

## CERTIFICATIONS

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|---|---|---|
| Enterprise Design Thinking Practitioner | IBM | Sep 2024 |
| Agile Methods for UX Design | Interaction Design Foundation | Aug 2024 |
| Insights for Innovation | IDEO | Feb 2023 |
| Accessibility Advocate | IBM | Jan 2022 |
| IBM Garage Essentials | IBM | Feb 2022 |
| Master Digital Product Design: UX Research & UI Design | Udemy | Jan 2022 |
| Salesforce New User Training | Udemy | Dec 2020 |
| Human-Centered Design | PwC | Nov 2020 |
| UX Fundamentals: User Testing | Udemy | Aug 2020 |
| UX Strategy Fundamentals | Udemy | Aug 2020 |
| Information Architecture (IA) Fundamentals | Udemy | Aug 2020 |
| DESIGN RULES: Principles + Practices for Great UI Design | Udemy | Aug 2020 |
| UX & Design Thinking Quick Start - Now with AI | Udemy | Aug 2020 |
| Designing, Running, and Analyzing Experiments | Coursera | Jun 2019 |
| UI / UX Design Specialization | California Institute of the Arts | Dec 2018 |