

RAJEEV KUMAR

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SUMMARY

Lead designer with five years shipping design-to-production work across enterprise, 0 to 1, and AI-native products. Nine live. I partner through the build. User research to engineering handoff, design systems, design review, and QA.

Shipped live: [Dictera](#), [JobReady](#), [HVAC Vitals](#), [UVcense](#), [KISS \(Keep it Simple Storage\)](#), [Champion Tire & Wheel WMS](#), [Troodie](#), [Fashivly](#), [Conseal](#).

EXPERIENCE

Sprintfour · Lead Designer

Remote · Nov 2023 - Present

- Shipped production-ready frontend for 3 responsive web apps (Champion Tire and Wheel WMS, Sprintfour website, Conseal website plus desktop app) using AI-assisted design-to-code. Cut dev setup 30% per product, from 2 weeks to 10 days, leveraging Next.js, WorkOS, Stripe, EmailJS, and AWS Amplify.
- Caught 95% of design-implementation errors during Champion Tire and Wheel WMS's early-module launch through usability testing, bug triage, pixel QA, and flow QA. Findings drove shift to AI-assisted design-to-code on later work.
- Cut Fashivly task-completion time by 80% through a fashion e-commerce usability overhaul, validated with real shoppers.
- Ran 100+ usability sessions with target users across Sprintfour projects, grounding IA, flows, and interaction patterns before code.
- Owned shared design-system tokens and direct frontend implementation (React/Next.js components, pages) across 3 production repositories, reducing design-spec mismatches at engineering handoff.

Emnicent Designs · Jr. UX Designer

Remote · Mar 2023 - Oct 2023

- Dictera (B2B, 0 to beta): led design of an AI-powered authoring and assessment platform for content teams. Architected 150+ screens around 5 core stakeholder roles with extensibility, grounded in 30+ stakeholder interviews.
- Shipped real-time collaboration system enabling digital course and test generation; foundation that became Hurix's AI Course Builder and AI Assessment Builder suite.
- JobReady (B2C, jobready.ai, 0 to beta): led design of a job-preparation platform for anyone entering the job market, spanning template-based resume building across professions, aptitude-test modules, and AI mock interviews. Delivered 50+ screens from research through beta-ready prototype.
- Built a reusable design-system component library across both products, halving team onboarding from 2 months to 1 month.

AutoVid.ai (Synthetic Media Pvt. Ltd.) · UX Designer

Remote · Jan 2021 - Dec 2022

- Designed product IA, sitemap, wireframes, and prototype end-to-end for a desktop application that turned one recorded sales pitch into 50 to 500 personalized AI-generated prospect videos per batch in about 30 minutes.
- Validated the time-saving thesis through usability sessions with real users: 90% reduction in outbound video production time versus manual recording.
- Designed task-specific templates that cut repetitive video-setup work from 30 minutes to 5 minutes per batch.

EDUCATION

Bachelor of Design | Indian Institute of Information Technology Design & Manufacture, Jabalpur | 2015 - 2019

Research Fellow | Symbiosis Institute of Design | Nov 2024 - Jan 2025

Led user research synthesis and interaction design for B2B logistics platform; research insights prioritized inefficiencies driving platform redesign.

COLLABORATION & TOOLS

Figma: design systems, user flows, and wireframing.

FigJam: research synthesis and ideation.

Claude: design documentation and hand-off synthesis.

GitHub: design-to-development collaboration with frontend engineers.