

Kushal Kahar

Lead Product Designer | Design Manager

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Senior Product Designer with 7+ years of experience leading end-to-end product design for web and mobile applications. Expertise in user experience design, user interface design, design systems, and user research. Proven track record building and scaling design teams while driving measurable business outcomes including 15% user engagement increase and 20% conversion rate improvement. Strong background in design thinking, rapid prototyping, and cross-functional collaboration with product managers, engineers, and stakeholders. Founded and scaled design agency from 0 to 40+ clients with \$1.2M+ revenue. Skilled in Figma, Sketch, Adobe Creative Suite, and agile product development methodologies.

CORE COMPETENCIES

- Product Design:** User Experience (UX) Design • User Interface (UI) Design • Interaction Design • Visual Design • Mobile Design • Responsive Web Design • Design Systems • Information Architecture • Wireframing • Prototyping
- Research & Strategy:** User Research • Usability Testing • A/B Testing • User Personas • User Flows • Journey Mapping • Competitive Analysis • Heuristic Evaluation • Design Strategy • Product Strategy
- Tools & Software:** Figma • Sketch • Adobe XD • Adobe Creative Suite (Photoshop, Illustrator) • InVision • Framer • Principle • Zeplin • Abstract • Miro • FigJam
- Methodologies:** Design Thinking • Human-Centered Design • Agile/Scrum • Design Sprints • Lean UX • Jobs-to-be-Done (JTBD) • Atomic Design • Design QA
- Leadership & Collaboration:** Team Leadership • Design Operations • Stakeholder Management • Cross-Functional Collaboration • Mentorship • Client Management • Design Critiques • Presentation Skills
- Analytics & Metrics:** Google Analytics • Mixpanel • Hotjar • User Metrics • KPI Tracking • Data-Driven Design • Conversion Rate Optimization (CRO)

EXPERIENCE

DESIGN MANAGER | PRODUCT DESIGN LEAD — *DesignCoz, Mumbai* November 2022 - Present

- Lead product design for mobile and web applications serving 50,000+ users, achieving 15% increase in user engagement and 20% improvement in conversion rates through user-centered design and iterative usability testing
- Built and manage cross-functional design team of 10 designers (UX designers, UI designers, user researchers, brand designers), establishing design operations and processes that reduced project delivery time by 35%
- Designed and launched financial advisory product from concept to production, conducting user research with 200+ participants and creating user personas, user flows, wireframes, high-fidelity mockups, and interactive prototypes
- Architected scalable design system adopted across 8 product lines, reducing design-to-development handoff time from 5 days to 1.5 days and ensuring design consistency across platforms
- Collaborate with product managers, engineers, and C-suite executives to define product roadmap and design strategy for \$3M+ product initiatives
- Established design quality assurance frameworks and agile sprint rituals that improved on-time delivery from 68% to 94%
- Conduct regular design critiques, usability testing sessions, and A/B tests to validate design decisions and optimize user experience

FOUNDER & DESIGN DIRECTOR | LEAD PRODUCT DESIGNER — *PulsAero, Ahmedabad* February 2020 - November 2022

- Founded and scaled design agency specializing in UI/UX design, product design, branding, and digital marketing from 0 to 40+ clients generating \$1.2M+ in revenue
- Led end-to-end product design for 30+ mobile applications and web applications serving 500,000+ combined users, with 6 products achieving app store features
- Managed design team of 10 designers, 2 developers, 5 copywriters, and 5 marketing specialists with 92% client retention rate
- Conducted user research, competitive analysis, and heuristic evaluations for fintech, healthcare, and SaaS clients, translating insights into actionable design solutions
- Created comprehensive design systems, style guides, and component libraries for multiple clients ensuring brand consistency and scalability
- Executed branding and digital campaigns for 40+ clients, driving average 40% increase in brand awareness metrics through strategic design
- Implemented agile design processes and client success frameworks reducing revision cycles by 50% and improving Net Promoter Score (NPS) from 35 to 78
- Mentored junior designers on UX best practices, design thinking methodologies, and prototyping tools

PRODUCT DESIGNER | UX/UI DESIGNER — *Cyber Design, Ahmedabad* November 2019 - February 2020

- Redesigned core product experiences for 3 enterprise B2B clients, increasing user task completion rate by 28% through improved information architecture and interaction design
- Conducted user interviews, contextual inquiries, and usability testing with 100+ participants to identify pain points and inform design decisions
- Created user personas, journey maps, wireframes, and high-fidelity prototypes using Figma and Sketch
- Collaborated with product managers and developers using agile methodology, resulting in 22% reduction in customer support tickets post-launch

UI/UX DESIGNER | VISUAL DESIGNER — *Miraj Group, Udaipur* February 2019 - November 2019

- Designed mobile-first user experiences for iOS and Android applications with 100,000+ downloads and 4.3+ average app store ratings
- Created responsive web designs, wireframes, and interactive prototypes for 5 client projects across e-commerce and service industries
- Collaborated with engineering team to implement design quality assurance process reducing post-launch UI bugs by 45%
- Conducted competitive analysis and created visual design mockups aligned with brand guidelines and accessibility standards (WCAG 2.1)

FREELANCE DESIGNER | UX/UI DESIGNER — *Genesis Media | Remote* December 2018 - October 2018

- Designed user interfaces and user experiences for web and mobile applications for startup clients
- Created wireframes, mockups, and prototypes while ensuring responsive design principles and mobile optimization

EDUCATION

Bachelor of Technology (B.Tech) in Automobile Engineering — *Indus University, Ahmedabad* 2015 - 2019

- Transitioned to product design through self-directed learning and professional certifications in UX/UI design, applying systems thinking and engineering principles to human-centered design challenges.

KEY ACHIEVEMENTS

- Increased user engagement by 15% and conversion rates by 20% through data-driven design optimization
- Reduced design-to-development handoff time by 70% (5 days to 1.5 days) through design system implementation
- Improved on-time project delivery from 68% to 94% through design operations and process optimization
- Scaled design team from 3 to 10 designers while maintaining 92% client retention rate
- Generated \$1.2M+ revenue through founding and scaling design agency serving 40+ clients