CONTACT ME AT

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Design
Ideation, Userflows, Information Architecture, Design thinking, UI graphics, Wireframing, Interface design, Prototyping, User-centric-design, Design system

Research
User interviews & surveys, Usability & Concept Testing, Task Analysis, A/B Testing, Diary study, Qualitative & quantitative, Analysis, Personas, Storyboarding

Tools
Figma, FigJam, Adobe XD, Photoshop, Illustrator, Dreamweaver

Programming
(Strong) HTML, CSS3, Bootstrap, Javascript
(Familiar) React , Redux, Node JS, AWS, Wordpress, Shopify

Methodologies
Agile, Waterfall, Scrum, Jira

Version Control
Git, SVN

EDUCATION

2015 – 2017: Master's Business Administration (MBA) – Project Management, Sikkim Manipal University, Pune

2005 – 2006: Web Design from F-tech, Delhi

CERTIFICATION

PMP® Certification Training Course @Edureka, 2025

Generative AI Overview for Project Managers @PMI, 2024

Cert Prep: Scrum Master- @LinkedIn, 2024

Project Management Skills for Leaders @LinkedIn, 2024

Advance as a Digital Marketing Specialist: @LinkedIn, 2023

SUBODH KUMAR

MANAGER - UI/UX DESIGN

PROFILE SUMMARY
6 years of UX Design experience, with a total of 15 years in IT, specializing in user-centric, responsive, and accessible designs. Proven ability to manage teams and provide meaningful digital experiences that line with corporate objectives.

WORK EXPERIENCE

Manager, Foundry (an IDG, Inc. company) – Noida (04/2022 – 30/10/2024)
Key Result Areas:
- Pioneered in-house product design and development for the Email Campaign Manager (ECM) and multi-asset landing page (Visionayr).
- Orchestrated collaboration between content, product, engineering, and customer success teams to address client demands through requirement gathering and feedback assimilation.
- Streamlined product development processes using Agile methodologies, ensuring efficient iterations, frequent releases, and continuous enhancement.
- Directed a team of 18 members, fostering a synergistic and performance-driven environment.
- Facilitated scrum meetings with developers to deliberate on and clarify requirements.
- Oversaw comprehensive UAT processes, generating detailed reports to address diverse use cases.
- Monitored email marketing trends, best practices, and emerging technologies to stay ahead in the industry.
- Devised thorough documentation and training materials to reduce onboarding time and enhance product adoption among end-users and internal teams.
- Administered end-to-end management of inbound and outbound email campaigns for maximum effectiveness.
- Liaised with customers to capture requirements and ensure seamless lead delivery processes.
- Championed the integration of new front-end technologies to boost website performance and user engagement.
- Mentored junior team members, cultivating a culture of innovation and continuous learning.

Team Lead – Web UI Design, Selling Simplified India Pvt. Ltd. – Noida (04/2017 – 03/2022)
Key Result Areas:
- Conceptualized and executed email designs and product UI designs to meet branding and functional requirements.
- Revitalized the company's main website through a comprehensive redesign strategy.
- Engineered in-house website design and maintenance using HTML, CSS, Bootstrap, and JavaScript.
- Spearheaded email design strategies, including opt-in designs, delivery monitoring, and testing across major email clients via Litmus and automation tools.

Frontend Developer, Total VDO Solutions – Noida (08/2017 – 11/2017)
Key Result Areas:
- Designed Smart TV applications using HTML, CSS, jQuery, and JSON data integration.
- Transformed the company's main website through a user-focused redesign initiative.

PERSONAL DETAILS

Date of Birth: 1st March 1977

Languages Known: English & Hindi

Address: 5, Gali No. 16, New Tilpat Colony, Faridabad, Haryana – 121003

Manager (Website and Mobile Apps Design), Accentium Web Pvt. Ltd. – Gurgaon (12/2012 – 06/2017)

Key Result Areas:

- Crafted e-commerce, matrimony, and loan websites along with mobile applications, ensuring seamless user experiences.
- Executed design implementation in PHP for dynamic web solutions.
- Produced visually compelling banners for Google Ads and developed responsive web applications.
- Deployed websites to live servers using FileZilla and FTP tools.
- Collaborated with product owners and stakeholders to translate business requirements into intuitive design solutions.

Web Designer Lead, MapMyIndia (CE Info Systems Pvt. Ltd.) – Delhi (05/2009 – 12/2012)

Key Result Areas:

- Developed advanced map websites and spearheaded the redesign of the company's primary website for improved functionality.
- Enhanced user experiences across devices and browsers through robust design execution.
- Built vehicle tracking applications and ATM/branch locator websites for esteemed clients like HDFC Bank, Citi Bank, and ICICI Bank.
- Designed promotional banners to support marketing campaigns.
- Integrated designs into Java and PHP environments for seamless implementation.