



VARUN KUMAR

Principal UX Designer | Design Strategist | Product Design & User Research

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Executive Summary

Strategic design leader with nearly two decades of expertise in product innovation, UX strategy, and experience transformation. Proven track record of driving user-centered innovation, influencing stakeholder, and delivering experience-led growth.

Played a key role in RFP responses and design defense presentations, crafting persuasive UX strategies and solution frameworks, articulating UX value propositions that enhanced proposal competitiveness and client trust.

Professional Journey

HCL Technologies

Noida, Uttar Pradesh, India

Sr. UX Architect

04/2016 - Present

- Leading UX practice for Artificial Intelligence of Things at HCL with a multidisciplinary team of 25 UX Designers, Researchers, UI Designers and Visual Designers.
- Defined and managed the complete design lifecycle across 15+ enterprise engagements, driving research, strategy, execution, and delivery across diverse industries including Health & Life Sciences, Cybersecurity, and Manufacturing.
- Applied structured design thinking to resolve complex problems, significantly reducing time-to-delivery while enhancing user experience and usability.
- Planned and executed ethnographic research and usability testing programs, translating user insights into strategic product decisions.
- Partnered in 20+ presales initiatives, translating business goals into compelling experience strategies, solution narratives, and UX roadmaps that improved client confidence and accelerated deal closures.
- Partnered in 30+ RFP pursuits, translating solution scope into precise UX effort forecasts and resource strategies to improve proposal credibility and win confidence.

Policy Bazaar

Gurgaon, India

UX Manager

04/2013 - 03/2016

- Managing a team of 10+ designers, overseeing all design interfaces for India's top online insurance aggregator, Policy Bazaar.
- Executed two site revamps over three years, enhancing user experience and design aesthetics.
- Worked on Visual design of Policy Bazaar mobile app, improving access for emerging markets.
- Integrated end-user feedback through usability testing to refine design processes.
- Orchestrated impactful UX activities to reinforce Policy Bazaar's market leadership.

Smile Group

Nairobi, Kenya - Gurgaon

Digital Producer

04/2009 - 12/2012

- Increased user satisfaction by {25%} by enhancing usability and aesthetics in Smile Group's Quasar products.
- Collaborated with Nokia's design team to produce digital content for APAC, China, and Australia's marketing campaigns.
- Partnered with Scan Group to define the UX vision for Safaricom in Kenya, enriching user experiences.
- Spearheaded information architecture and interaction design to craft functional and visually appealing applications.
- Coordinated closely with BA and Engineering teams to deliver comprehensive solutions through best UX practices.
- Played a key role in developing interactive user experiences for a major telecom company.

Key Achievements

★ Vision X has been selected for a live demonstration at the India AI Impact Summit 2026.

★ Won Adobe Creative Jam 2020. Design Event managed by Adobe

★ Planet Ke Rakhwale Project on global-warming recognized by C-suite of Smile Group.

Key Achievements

- ★ Contributed to the foundational drafts of Hitachi's Smart City vision for India.

Competencies

UX Expertise:

Product Design · User Research · Usability Testing · Interaction Design · Service Design (Conceptual) · wireframes · Information Architecture · Accessibility Advocate · Human Empathizer · UX Research

Design Tools: Figma · Sketch · Adobe XD · Photoshop · Adobe Creative Suite (Conceptual)

AI/Emerging Tech:

Awareness of AI Trends & Tools: Manus, Builder.io, Genspark, Open AI, WisprFlow, Otter, Google AR & ARCore, VR & 360 Video Production

Process & Strategy:

Design Thinking · Client Engagement · Presales / RFP Support · Workshop Facilitation · Storytelling · Systems Thinking · Cross-functional Collaboration

Education

Ch. Charan Singh University, Meerut

08/2000 - 06/2003

Bachelors of Computer Application - Institute Of Management Education

Certifications

[HFI \[Human Factors International\]](#)

[Google UX Design](#)

[Google AR & AR Core](#)

[VR & 360 Video Production](#)

Languages

English Proficient ●●●●●

Hindi Native ●●●●●

Selected Engagements

HCL - Vision X

01/2026 - Present

An AI-enabled Video Management Service that centralizes video capture, storage, monitoring, and analytics into a secure, scalable platform for real-time and retrospective insights. Designed for cross-industry adoption.

- As a Principal UX Designer, working on end-to-end experience strategy to translate complex AI-driven video capabilities into intuitive, role-based workflows for diverse industry users.
- Conducting in-depth user research and stakeholder alignment sessions to define high-value use cases and prioritize scalable design frameworks.
- Designing intelligent dashboards, alert systems, and investigating flows that can reduce cognitive load and accelerate insight discovery.
- Establishing UX standards, design systems, and governance models to ensure consistency, accessibility, and enterprise-grade usability across deployments.
- Partnering closely with product, AI, and engineering teams to ensure seamless integration of analytics into meaningful, user-centric experiences.

Selected Engagements

Thales - FIDO Key Management System | Cybersecurity Domain

04/2025 - 12/2025

Enterprise Cybersecurity offers passwordless authentication with FIDO key management, ideal for large deployments. It ensures identity governance, seamless user experience, and operational efficiency.

- Led UX architecture for an enterprise-scale FIDO Key Management platform, applying a “Low Friction, High Assurance” design principle to balance security with usability.
- Planned key lifecycle workflows (enrollment, authentication, recovery, revocation) for large-scale deployments.
- Improved onboarding through identifier-first, passwordless login experiences, achieving up to 95% authentication success rates.
- Delivered self-service recovery solutions, reducing IT intervention and decreasing helpdesk incidents by up to 81%.
- Enhanced user experience with 54% of users finding passkeys more convenient than traditional passwords.
- Worked on seamless cross-platform authentication by defining clear UX patterns for roaming and platform authenticators.

Progenix

11/2024 - 04/2025

Progenix is an AI-assisted chip design acceleration platform developed to address challenges in the semiconductor industry, including slow design cycles and the complexities of chip design workflows.

- Designed an AI-assisted platform that accelerates chip design cycles, reducing them by 50-60%.
- Implemented intuitive automation tools, streamlining repetitive tasks such as test case generation and code development.
- Integrated intelligent AI features to predict user needs and flag critical tasks, enhancing workflows.
- Ensured seamless hardware-software integration across the design flow, promoting efficiency.
- Delivered up to 35% productivity gains in design verification processes.
- Automated time-consuming phases, expediting time-to-market.
- Fine-tuned output quality through AI-driven optimization.

ADI, Analog Devices - Cardio Pulmonary Management (CPM) System

01/2023 - 06/2024

A Cardio Pulmonary Management (CPM) System that delivers intelligent risk stratification through real-time monitoring of critical cardiopulmonary indicators. Smart alerts, prioritized dashboards, and seamless patient onboarding.

- Improved quality of life and patient outcomes. Enabled early intervention with daily collection of nine specific cardiopulmonary indicators.
- Led the end-to-end design of a remote Cardio Pulmonary Management ecosystem, translating complex clinical workflows and AI-driven indicators into intuitive dashboards and patient-friendly mobile experiences.
- Created predictive alert systems that facilitated early detection of fluid overload and other cardiopulmonary risk markers, contributing to a 15% reduction in hospital readmissions through timely clinical intervention.
- Simplified daily tracking of nine critical health parameters into a guided, low-friction patient journey—improving adherence, engagement, and sustained usage.
- Developed analytics-driven care team dashboards that prioritized high-risk patients, reducing cognitive load and increasing operational efficiency for clinicians.