VARUN KUMAR

UX Architect | AI-Driven Product Designer | User-Centric Solutions | Team Leadership

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Summary

Senior UX architect with 17+ years leading end-to-end product design and UX strategy in diverse sectors. Skilled in driving complex solutions with design thinking, managing diverse teams of 25+, and delivering user-centric architectures that accelerate project success. Expert in user research, usability testing, and presales support, with proven outcomes in optimizing workflows and securing 30+ RFP wins. Committed to advancing scalable, efficient UX practices that align with organizational goals.

Experience

HCL Technologies
Noida, Uttar Pradesh, India

Sr. UX Architect
04/2016 - Present

- Leading UX practice for IoT Works at HCL with a multidisciplinary team of 25 UX Designers, Researchers, UI Designers and Visual Designers.
- Defined and managed the full design lifecycle from discovery to delivery across 15+ projects.
- Streamlined complex challenges using design-thinking, reducing delivery time and improving solution usability.
- Executed user research, including ethnographic studies and usability testing, informing decisions for products.
- With extensive experience in ethnographic studies, usability testing, and user interviews, focused on uncovering meaningful insights into user behaviours, challenges, and aspirations.
- Contributed to 20+ presales engagements by assessing business goals and recommending experience strategies.
- Supported 30 RFPs and defense presentations, ensuring accurate resource planning and UX effort estimation.

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.
- Designed and launched the 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

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.

Certification

HFI [Human Factors International]

Google UX Design

Google AR & AR Core

VR & 360 Video Production

Key Achievements

⭐ Won of Adobe Creative Jam 2020

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

Education

Ch. Charan Singh University, Meerut   08/2000 - 06/2003
Bachelors of Computer Application

Languages

English Proficient ● ● ● ● ○   Hindi Native ● ● ● ● ●

Skills

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

Projects

FIDO Key Management System   05/2025 - Present

The FIDO Key Management System ensures secure, efficient FIDO key management for large-scale deployments.

- Led the end-to-end UX architecture for large-scale key management solutions, emphasizing 'Low Friction, High Assurance' to enhance security and efficiency.
- Implemented an end-to-end solution for managing keys at scale in large organizations, improving access management.
- Improved onboarding with identifier-first login, achieving up to 95% success rates and reduced registration stress during logins.
- Enabled self-service recovery portals, significantly reducing IT intervention and decreasing help desk incidents by up to 81%.
- Enhanced user experience with 54% of users finding passkeys more convenient than traditional passwords.
- Supported platform syncing and distinguished between roaming and platform authenticators for seamless access.

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.

- Developed 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.
- Enhanced output quality through AI-driven optimization.

Cardio Pulmonary Management (CPM) System   01/2023 - 06/2024

Smart alerts and dashboards quickly identify high-risk patients. Easy onboarding ensures daily adherence, with in-app communications enabling timely check-ins and sustained usage.

- Improved patient outcomes by reducing hospital admissions by 15% through early detection of fluid overload signs.
- Improved quality of life and patient outcomes.
- Enabled early intervention with daily collection of nine specific cardiopulmonary indicators.
- Increased efficiency for care teams through analytics-driven patient prioritization.
- Support for value-based care models.