

# Gaurav Kumar

## UX Designer & New Media Artist

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## Work Experience

### Product Designer | Cedcross Technologies Pvt. Ltd.

August, 2023 – Present / Lucknow, India (6 months)

- **Unicon:** Working on a B2B E-commerce connector app for sellers to have a unified platform to manage the products, inventory, orders, shipment of different market places
- **Amazon-Cedcommerce AI Integration:** Worked on AI feature for sellers on the the integration app for better SEO optimization to E-commerce seller.

### Product Design Intern | Cars24

March, 2023 – June, 2023 / Gurgaon, India (3 months)

- Worked on Cars24 Australia platform for Digitization of bootspace.
- I love being part of the team, where we worked on the Revamp of Cars24 Australia homepage. Where we conducted different workshops by collaborating designers, Developers, PM's to have a better design process for revamp of homepage.
- Took out insights from the Hot jar of user's activity throughout the platform for mobile version & condensed the insights to took out opportunity areas.

### Product Design Intern | Microsoft

September, 2022 – March, 2023 / Bangalore, India (6 months)

- **Microsoft Teams Admin Centre:** Worked on TAC for improvement of device management dashboard for better resolving issues experience for Admin's.
- **Microsoft Hackathon:** Being as a Intern, I also participated in the Microsoft Hackathon. Where collaborated with the engineers and designers from all over Microsoft community all over the world on the project "Manjhi", which was focused on the feasibility of medical facilities for remote areas of world.
- Also collaborated with the team working on the improvement of the NPS rating system for Microsoft Teams admin centre.

## Education

### New Media Design, Postgraduate Degree | National Institute of Design (NID)

2020–2023 / Gandhinagar, India

### Architecture, Graduate Degree | Faculty of Architecture, APJ AKTU

2014–2019 / Lucknow, India

## Skills

### Design

UX Design,  
User Interface Design,  
Concept sketches,  
Experience mapping,  
Wireframes,  
Prototypes,  
Mockups,  
Motion design,  
Design systems,  
Interaction Design

### Research

User interviews, Usability  
testing, Persona  
hypothesis,  
Competitor analysis,  
A/B testing

## Tools

### Design

Figma, Adobe Suite,  
Touch Designer, Miro,  
AutoCad, C4D, Rhino, AI  
Tools

### Research

Hotjar, Google Optimize,  
Lookback, Microsoft  
Clarity

### Product / Project Managment

Jira, Click Up, Slack,  
Notion, Discord