

Avijeet Kumar

UI/UX Designer

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Location: North York, ON

Professional Summary

A UI/UX Designer with a background in development, I bring over 6 years of experience designing enterprise software for Banks, Financial Services, and Wealth Management domain for mobile and web platforms. Previously, I programmed Android apps optimised for various device form factors, giving me a strong appreciation for the importance of UX in today's digital interactions. Guided by the principle of "Form follows Function," I strive to create user-centric designs that deliver real value. Beyond my passion for design, I enjoy sketching and exploring investment strategies through reading.

Skills

Mobile Native App Design, Web App Design, Primary and Secondary User Research, Empathy Mapping, Journey Mapping, Storyboarding, Prototyping, Service Blueprint, Persona Creation, Information Architecture(IA),Microcopy, A/B Testing, Card Sorting, Design System, Ecosystem Map, Usability Testing, Agile, Stakeholder Map, Design Thinking, Google Analytics, WCAG, AODA, Atomic Design Methodology, Value Stream Mapping, Workshop Facilitation, Conversational Design, Content Strategy,

Tools

Figma, Sketch, Adobe XD, FigJam, InVision, Zeplin, Miro, Jira, Axure, Confluence, Bamboo, Github

Professional Experience

Product Designer | Univeris Corporation

Sep 2022 - Jan 2025

Notable Clients Served: Investia, Tangerine, Canada Life, Sun Life, IPC

- Led UX design for wealth management solutions (RESP, Stocks, ETFs, Insurance), incorporating multi-currency support and regulatory considerations to enhance usability for investment advisors and end users.
- Mentored Junior Designer in a cross-functional team, driving collaboration and delivering user-centric design solutions that enhanced product usability.
- Created UX deliverables using Figma including journey maps, wireframes, mockups, and user personas to inform design decisions and improve user experience.
- Collaborated with stakeholders to gather requirements and translated them into low-fidelity designs for quick alignment and approval on feature direction.
- Designed clear, accessible, and user-centered content aligned with (WCAG/organization) standards, ensuring digital services were easy to understand and use.
- Enhanced a legacy system by implementing changes that balanced existing code structures with new wealth management regulations.

- Oversaw the upkeep and continuous enhancement of the internal design system, ensuring consistency and scalability.
- Documented design processes and maintained detailed records for newly developed features.
- Supported agile delivery by contributing to iterative design and content improvements across Discovery, Alpha, Beta, and Live phases, ensuring continuous user testing and feedback integration.

UX Designer | Temenos

Jan 2022 - Jun 2022

Notable Clients Served: EQ Bank, Eurobank, Nordea Asset Management, Forum Credit Union

- Collaborated with product and engineering teams to design user-friendly mortgage tools and streamlined onboarding flows, informed by user research and usability testing to drive engagement and conversion.
- Helped teams start using modern UX and service design methods like the double diamond process, value stream mapping.
- Defined design deliverables for the team and developed user-centric mobile and web interfaces for financial modules using Figma.
- Improved legacy design features through collaborative brainstorming and iterative development.
- Collaborated with product managers, and developers to create content that supports end-to-end user journeys across web and mobile platforms.
- Created wireframes, storyboards, sketches and prototypes to validate design concepts and ensure conformance with usability, accessibility and compliance standards using Figma and Figjam.
- Set and tracked key metrics like NPS, task success rate, drop-off points, and time-to-completion to measure and improve service quality across different channels.
- Developed site maps to clearly define feature flows for developers and cross-functional teams across both web and mobile platforms.

UX Designer | Zemoso Technologies

Dec 2020 - Dec 2021

Notable Clients Served: Windstream

- Collaborated with senior designers to create wireframes, storyboards, scenarios, prototypes and high-fidelity designs for client projects on mobile and web platforms using Adobe XD.
- Conducted comprehensive user research using primary and secondary methods, including surveys, usability tests, and interviews to uncover user needs and insights.
- Facilitated design workshops using Miro to identify and address user pain points, fostering collaborative solutions.
- Partnered with engineering teams to ensure seamless integration of design flows into development.
- Supported change management by creating onboarding, FAQ, and help content for product rollouts and service transitions.
- Conducted usability testing to identify improvement areas and implemented actionable design changes.

Meeami Technologies | Android Design Engineer

Aug 2015 - Dec 2020

- Worked in a hybrid role that combined both development and design of android apps showcasing the chat and voice IP of Meeami Technologies using Android Studio and Figma.
- Participated in the full app lifecycle across Discovery, Agile, Beta, and Live phases to support iterative product development.
- Collaborated with cross-functional teams during Discovery to define user needs, technical requirements, and MVP scope.
- Implemented features in Agile sprints, integrating frequent feedback from stakeholders and users.
- Supported Beta testing, gathering user insights to improve performance and usability.
- Maintained and optimized live applications, ensuring stability, scalability, and alignment with evolving business goals.
- Utilized version control systems (Git) and CI/CD pipelines to streamline code integration and deployment.

Mutual Mobile | Associate Android Developer

Jun 2012 - Dec 2014

- Worked on multiple client projects developing features as per requirements to be integrated in android applications.
- Conducted unit testing and UI testing using JUnit and Espresso to ensure robust and error-free releases.
- Implemented responsive UI layouts compatible with different screen sizes and Android versions.
- Integrated RESTful APIs and third-party libraries for real-time data synchronization and enhanced app functionality.
- Developed and maintained scalable Android applications using Java/Kotlin, ensuring optimal performance and responsiveness.
- Participated in iterative development cycles (Discovery, Agile, Beta, Live), rapidly incorporating user feedback into releases.

Education

- Master of Science in Information Technology | IIIT - Hyderabad
Jul 2010 - Jul 2012
GPA: 6.82
- Bachelor of Engineering in Computer Science | CM Engineering College - Hyderabad
May 2006 - May 2010
GPA: 6.72

Certifications

- ImaginXp UX (April '20 – Aug '20)
- The Ultimate guide to Visual Perception and Design (IxDF)
- Gestalt Psychology and Web Design (IxDF)
- The Ultimate Guide to Visual Perception & Design (IxDF)
- Affordance: Designing Intuitive User Interfaces (IxDF)