KAPIL **JAIN**

Product Designer • UX Designer

CONTACT

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SKILLS

DESIGN	TOOLS
Storytelling	Figma
Design Sprint	Adobe XD
Facilitation	Miro
Problem-solving	User Zoom
User Interviews	Jira | Confluence
Usability Testing	Illustrator
Storyboarding	Photoshop
AB Testing	After Effects
Wireframing	Premier Pro
Illustrations	Notion
Visual Design	Wordpress
Prototyping	Woocommerce
Motion Design	Elementor

UX COMMUNITY

Mentor at ADPList

I've been recognised as the Top 1% Mentor on ADPList globally

Founder & Mentor of
Human Centered Designers

Created a community of designers in India on discord. 700+ members and counting

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• ABOUT ME •

I am a Group Senior Product Designer with over a decade of experience designing impactful solutions for leading brands like DP World, H&M, Mercedes-Benz, Jaguar Land Rover, and Audi. I am passionate about creating user-centered designs that combine technology, creativity, and human psychology to deliver meaningful experiences.

I enjoy solving complex problems, driving strategic decisions, and fostering collaboration through storytelling, design sprints, and workshops. My experience across diverse products and industries has helped me build the skills to lead cross-functional teams, shape design strategies, and align them with business goals.

• WORK EXPERIENCE •

● **DP World |** Group Senior Product Designer

Bangalore, India   *2023 - Present*

Logistics, DP world | logistics.dpworld.com

- Led a team of two designers and contributed hands-on to redesign a shipment booking platform for importers, exporters, and freight forwarders.
- Conducted user research and usability testing to address pain points and delivered a user-friendly interface aligned with business goals.
- Partnered with stakeholders across product, development, and marketing to ensure successful implementation.

Multibrand Design System

- Led a team of three designers to create a unified, scalable multi-brand design system, consolidating four systems into one.
- Conducted audits of existing systems, identified gaps and edge cases, and benchmarked established design systems to guide development.
- Collaborated with developers to ensure feasibility and built a robust component library using Figma's themes and variables, enabling customizations for different brands while maintaining consistency.

P&O Ferrymasters Platform

- I led the design efforts to build a shipment booking platform for P&O Ferrymasters, a leading European logistics provider. This platform simplifies complex logistics requirements, enabling efficient booking and management of freight shipments.

● **H&M Group** Senior Product Designer

Bangalore   *2021 - 2023*

Group Loyalty, LogIn

- Led the design for H&M Sign In and Sign Up (Web & App) worldwide, ensuring seamless experiences for millions of users.
- Designed Authentication and Authorization flows for the new commerce platform, aligning them across all touch points.
- Conducted user research, created user journeys and flows, and collaborated closely with stakeholders to validate solutions.
- Developed high-fidelity wireframes that were thoroughly tested with users to deliver an optimized experience.

My Personal Data Portal

- Designed a GDPR-compliant data privacy portal for customers of H&M and its 7 portfolio brands, spanning over 100 markets globally.
- Facilitated a 5-day design sprint with experts, managers, and engineers, resulting in a validated solution design.
- Researched with stakeholders from the data privacy office and GDPR compliance experts to understand challenges and create a user-friendly and trust-building solution.
- Iteratively tested and validated concepts with end users, leading to a successful global rollout of the product.

Business Excellence   *MAR 2024*

Indian Institute of Management, Indore

Human-Computer Interaction (HCI)   *MAY 2019*

Interaction Design Foundation

B.E. Mechanical   *2007 - 2011*

Walchand Institute of Technology

INTERNATIONAL EXP

Sindelfingen, Germany

Mar 2019 - May 2020

Mercedes - Benz

- Conducted user testing on Hi-fi prototype of SMA4U with focused group of suppliers and stakeholders to validate hypothesis using AB testing and contextual inquiries.

Stuttgart, Germany

Jan 2018 - Apr 2018

Mercedes - Benz

- Conducted supplier and stakeholder interviews, held multiple brainstorming sessions and card sorting exercises to design a seamless supplier facing light weight 3D visualisation web application "SMA4U"

Stuttgart, Germany

Nov 2016 - Apr 2017

Mercedes - Benz

- Designed sensor systems for next- gen sensors.
- -Supplier development for next-gen sensors for electric vehicles.
- -Testing of the new sensor system.

LANGUAGE

ENGLISH   ● ● ● ● ●

HINDI   ● ● ● ● ●

MARATHI   ● ● ● ● ○

INTERESTS

Travelling	Reading
Dance	Table Tennis
Tech	Cooking

Mercedes Benz R&D | Sr Product Designer

Bangalore, India / Stuttgart, Germany   *2016 - 2021*

Fleet Management Software | Role: UX Specialist

- User experience design and solutions for Daimler India Commercial vehicles Fleet Management Software.
- Conducted stakeholder & customer interviews with Daimler Admin, Sales Representa- tives, Dealers, and Fleet owners.
- Developed persona, customer journey, user flows, wireframes, and visual design with iterative feedback from user to create a user-centric experience.

SMA4U | Role: UX Specialist

- Gathered user data from Daimler supplier through research techniques & utilized the data to drive design decisions.
- Designed a 3D visualization web application to access supplier parts in a light format which secures the data transfer and saves transactional time.

Tata Technologies | Grupo Antolin | Faurecia | Product Designer

Pune, India   *2011- 2016*

Land Rover Evoque Convertible

- Lead a team of seven designers to design the rear door of Land Rover Evoque convertible
- Won "Best Project Team Award" at Tata Technologies annual 2016 for the solution.

Audi Q5

- Responsible for designing the rear door of the Audi Q5

Mercedes Benz S-Class

- Responsible for designing the dashboard and centre console of the Mercedes Benz S-Class.

· PROJECTS ·

MyChampsKart.com | UX Designer - Freelance

Karad, Maharashtra, India   *2020*

Full-fledged mobile responsive E-commerce website

Empathising with Business owners -> understanding their pain points -> competitive analysis -> user interviews -> empathy maps -> user persona -> user journey map -> wireframe -> Lo-fi -> Hi-fi.

Impact

A kids' store from a small town like Karad could reach hundreds of new customers across pan India. This helped the business sustain during the pandemic.

DesignSolace.com | UX Designer - Freelance

Bangalore, India   *2018*

Full-fledged mobile responsive E-commerce website

- Conceptualise, developed, and designed ergonomic standing desk converters for the Indian market.
- Problem -> Market Research -> Opportunity validation -> User Research -> Product design & development -> Sampling -> Testing -> Supplier Development -> Product procurement -> E-commerce store setup ->Amazon Seller Setup-> Marketing -> B2B & B2C client acquisition.

Impact

Sold over 200+ ergonomic desk converters and clocked revenue of ~ 20 lakhs within the first year of operation.

· AWARDS ·

- **Kudos Award Winner** - For work in Multi Brand Design System Q3/Q4 2023 - **DP World**
- **Bronze Award Winner** - Mercedes Benz - 2020
- **ABCD Award** - Mercedes Benz - 2018