

NAVNEET KUMAR

Lead UX Designer | Senior Product Designer | UX Accessibility Specialist

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SUMMARY

Lead UX/Product Designer with 14+ years of experience crafting accessible, user-centered solutions across healthcare, fintech, logistics, and enterprise sectors. Expertise in usability testing, wireframing, user research, and design systems. Proven success increasing user engagement by 25% and enhancing accessibility standards (WCAG2.1, ADA, Section 508 compliance).

KEY HIGHLIGHTS

- **Increased User Engagement:** Drove 20% increase in user engagement for virtual primary care initiatives at Blue Cross Blue Shields.
- **Streamlined Freight Operations:** Boosted task completion by 18% and engagement conversions by 23% at Kobo 360.
- **Enhanced Task Efficiency:** Reduced average task time from 3 days to under 1 day with POD (Proof of Delivery) Management System.
- **Implemented Design System:** Designed and launched a scalable Design System at Kobo 360, ensuring visual and functional consistency across platforms.
- **Optimized Logistics Efficiency:** Improved operational efficiency by 25% and data accuracy by 30% at Panasonic Pro logistics.
- **Startup Growth Support:** Helped KidzToPros (a startup) secure \$500,000 in funding by elevating their product design and user experience strategy.

TECHNICAL SKILLS

Design Tools: Figma, Adobe XD, Adobe Photoshop, Sketch, Miro

Prototyping & Testing: UX research, User flows, Wireframes, UI design, UX design, Personas, Journey maps, Prototypes, Usability testing, Mobile-first approach, Cross-platform design

Accessibility Expertise: WCAG 2.1 AA, ADA Compliance, Section 508

UX Deliverables: Design systems, UI style guides, Interactive prototypes, Personas, User flows

Development Knowledge: HTML5, CSS3, Bootstrap, Responsive design, jQuery, UI development, Interaction design, Accessibility audits

Methodologies & Approaches: Human-Centered Design (HCD), User-Centered Design (UCD), Lean UX, Agile, Scrum, Design Thinking, Jira, Confluence

Core Competencies: Strategic thinking, Cross-functional collaboration, Creative problem-solving, Mentorship, Stakeholder management, Leadership

WORK EXPERIENCE

Lead UX/Product Designer | Blue Cross Blue Shields of MA

Jun 2022 - Present

As the Lead UX Designer for BCBSMA's, driving user-centred solutions that reduce friction in provider-patient interactions.

- Directed UX strategy for **Virtual Primary Care initiatives**, driving a **20% increase in user engagement**.
- Redesigned user journeys and developed **service blueprints** to eliminate barriers in **finding providers**—effectively enhancing ease of navigation, identifying system-level gaps, and **improving the overall patient experience**.
- Led **service design efforts** by mapping current and future state experiences across clinical and digital touchpoints, **ensuring alignment between user needs, operational workflows, and technology constraints**.
- Designed **intuitive Care Navigation and provider search solutions** to improve access to services like **mental health, diabetes, reproductive health, and finding a doctor**—enhancing patient decision-making and care outcomes.
- Collaborated cross-functionally with stakeholders, agile teams, and developers to define design roadmaps, iterate on solutions, contribute to the Design System, and refine designs through usability testing and feedback.

Lead UX/UI Designer | KOBO360

Jun 2021 – May 2022

As a Lead UX/UI Designer I was responsible for performing research and working with clients and business partners to understand the problems, using co-creation and workshops to formulate solutions, and then creating intuitive and delightful UX Designs that create best in class experience for our clients.

- Led the design and development of a **Design System**, ensuring consistency and scalability across all logistics platforms.
- Designed and optimized the **Global Logistics Management System (GLOS)**, streamlining freight operations and **improving UX boosting task completion by 18% and engagement conversions by 23%**.
- Created an intuitive **Proof of Delivery (POD) Management System**, enhancing **real-time tracking** and documentation—**reducing average task time from 3 days to under 1 day**.

- **Worked closely with the CTO, VP, and PM** to manage the company's app and website. Implemented both long-term and short-term company goals.
- Led a team of 4 designers and 2 developers, followed Scrum and Agile methodologies using Jira and confluence to manage files, content, and ideas.
- Conducted **user research and usability testing to refine workflows** and ensure efficient task completion within the **logistics ecosystem**. Spearheaded mobile and web design, **increasing conversions by 15%**.

Sr. Software Engineer (UX/UI) RWD | Buck

Jun 2019 – May 2021

Led strategic thinking to ensure that simple and intuitive user experiences are designed and adhered to define standards of usability and accessibility empowering excellent, high-quality visual designs and front-end development engage with product managers, design, and development leads to solve user and business goals using the principles of user centered design.

- Implemented **branding guidelines and accessibility best practices for TD Bank**, enhancing the user experience across digital platforms.
- Designed and integrated a **user onboarding experience for EY Mellon's** internal pension portal, improving usability and accessibility for employees.
- **Collaborated with cross-functional teams** to align project goals with accessibility standards and UX best practices. Led initiatives to ensure **A11Y compliance with WCAG 2.1AA and Section 508**, making websites accessible to all users.
- **Established UX design** as the first stage of all **Web and mobile application**, instituting a **user-centered design (UCD)** approach.
- Conducted **group meetings to discover user needs** and **providing effective** and functional **web designs to users**.
- **gathered requirements from clients**, conducted group meetings to discover user needs and provided effective and functional web designs to customers that met their specific business needs.
- **Organized, planned, and executed user research and usability testing for projects**.
- Created Wireframes, prototypes and high-fidelity designs using tools Figma.
- **Designed** and generated fully **interactive HTML prototypes** and click-through which were used for client presentations, mock-ups, and user-testing studies.

Principal UX Designer | SN Soft Solutions

Jan 2014 – May 2019

I led the design vision and helped to set product direction and manage four developers including designed the product and new features and overhauled the visual design for product and marketing. I designed the Print Design, Flyers, Banners, Website pages, Admin Dashboard, Parent Dashboard, Marketplace, onboarding experience, training reminders experience, and the leadership course experience, also collaborated with other designers on the design of the office space and was a member of the Culture Team.

- Contributed to the design and development of **Panasonic Pro logistics tracking platforms**, improving **operational efficiency by 25%** and **increasing real-time data accuracy by 30%**.
- **Led UX design for web and mobile apps**, implementing a **user-centred design (UCD) approach**. Introduced wireframing and prototyping tools to **streamline the design process, reducing project delivery times by 25%** and improving team efficiency.
- Collaborated with product managers and developers to **enhance the user interface of a web application**, resulting in a **15% increase in task completion rates** and positive user feedback.
- Designed and generated fully interactive HTML prototypes and click-through which were used for client presentations, mock-ups, and user-testing studies.

Web Designer | Unit Infotech Pvt Ltd

Jun 2010 – Oct 2013

- Designed and generated fully interactive HTML prototypes and click-through which were used for client presentations, mock-ups, and user-testing studies.
- I was involved in site redesign both the backend coding and the frontend design as well as maintenance of existing website including revamping designs, Bug fixes.

EDUCATION

Bachelor of Technology (B. Tech)

Punjab Technical University

Graduated in 2009

CERTIFICATIONS

UX Design Foundations | LinkedIn Learning | Completed 2020

Design System with Adobe XD | LinkedIn Learning | Completed 2020

Design Thinking | LinkedIn Learning | Completed 2020