FICTIONAL SAMPLE RESUME - Digi Jasmine design example. All names, employers, credentials and identifiers are illustrative.

KABIR FERNANDES

LEAD PRODUCT DESIGNER

CONTACT & PORTFOLIO

kabir.fernandes@example.com
+91 98XXX XXXXX • Mumbai / Remote
Portfolio: (sample)
LinkedIn: (sample profile)

DESIGN TOOLKIT

Figma (Tokens Studio) | Auto-Layout 5.0 | ProtoPie | Adobe CC (Ai, Ps, Ae) | Principle | Webflow | Storybook UI | Zeroheight | Maze Testing | HTML5 / CSS3 | UserTesting | Spline 3D

DISCIPLINES & PROCESS

- Multi-Brand Design Systems
- Heuristic UX Auditing & Research
- WCAG 2.1 AA/AAA Compliance
- Design Sprint Facilitation
- Micro-interactions & Motion UX
- Responsive Web & Native iOS/Android

EDUCATION

B.Des in Visual Communication
National Institute of Design (NID)
2015 – 2019 • Merit Scholar Honors

AWARDS & ACCREDITATIONS

- Kyoorius Design Awards 2023 – Blue Elephant in Digital Products
- DesignUp 2023 – Keynote Speaker on Enterprise Design Systems
- NN/g UX Master Certified (Nielsen Norman Group, ID: sample)
- Languages: English, Hindi, Marathi

LEAD PRODUCT DESIGNER

UX/UI ARCHITECTURE & DESIGN SYSTEMS SPECIALIST

DESIGN PHILOSOPHY & SUMMARY

Multidisciplinary Product Design Director with over 6 years of experience architecting enterprise digital products, tokenized Figma design systems, and conversion-optimized consumer experiences. Bridging human-centered behavioral research with meticulous typographical and visual craft. Champion of inclusive accessibility standards (WCAG 2.1 AA/AAA), interactive motion prototypes, and engineering-aligned Storybook design tokens across web, iOS, and Android platforms.

PROFESSIONAL EXPERIENCE

Lead Product Designer — 2022 – Present
PixelCraft Digital Studio, Mumbai • Full-Time — Reporting to VP Design

- Architected an enterprise multi-brand design system in Figma comprising 160+ tokenized components adopted by 28 engineers across React and iOS codebases.
- Directed the end-to-end UX/UI redesign of a tier-1 fintech mobile banking app, boosting 30-day user onboarding retention from 62% to 84% (4.8★ App Store rating).
- Facilitated 40+ usability testing sessions and heuristic evaluations, identifying friction in transaction funnels and increasing checkout conversion by 26%.
- Mentored an internal design team of 5 UI/UX designers and established automated design-to-engineering handoff workflows via Storybook and Tokens Studio.

Senior UI/UX Designer — 2019 – 2022
Studio Nova Media, Mumbai • Full-Time — Lead Visual Designer

- Led visual branding, design systems, and responsive web applications for 18+ fast-scaling startups across India, Singapore, and the United Arab Emirates.
- Created high-fidelity interactive prototypes in ProtoPie and Principle, validating micro-interactions with target users before engineering handoff.
- Redesigned SaaS healthcare dashboard interfaces, decreasing medical staff onboarding training hours by 50% through simplified information hierarchy.

Visual & Interaction Designer — 2018 – 2019
CreativeMinds Digital Agency, Mumbai • Full-Time — Design Associate

- Crafted marketing landing pages, brand identity systems, and interactive promotional animations for tier-1 consumer brands, improving campaign click-through rates by 34%.

FEATURED UX CASE STUDIES

Fintech KYC Onboarding Funnel Optimization (Figma, ProtoPie, UserZoom)
Restructured mandatory banking verification flow with contextual micro-copy and document scanning camera guides. Increased verified account creation from 62% to 84% while cutting abandonment time by 3.4 minutes.

Healthcare Doctor Teleconsultation Web Platform (Figma, WCAG 2.1 AA)
Designed accessible appointment booking and teleconsultation UI for elderly patients, reducing booking drop-offs by 31% and achieving 100% WCAG accessibility compliance.

Enterprise Design System & Token Migration (Storybook & React)
Consolidated 4 disjointed agency design libraries into a single unified design token repository, cutting frontend development turnaround time by 35% across 12 product squads.

SPEAKING & INDUSTRY RECOGNITION

Keynote: "Scaling Multi-Brand Tokens Across Micro-Frontends" – DesignUp 2023 Conference
Article: "Heuristics for Frictionless KYC Onboarding" – UX Collective (14,000+ reads)
Open Source: Author of Figma Token Sync CLI adopted by 4,200+ product designers