

PRODUCT / UX DESIGNER/ INFORMATION ARCHITECT/ CONTENT STRATEGIST

SUMMARY OF QUALIFICATIONS

- **10+ years of experience designing platform-level, system-driven digital products, including lifestyle and wellness experiences**
- **Strong at translating strategic intent into clear, executable design across shared services and multi-product ecosystems with results-driven approach**
- **Award-winning communications professional; multimedia producer; digital strategist/UX designer**

Achievements – Managed enterprise UX projects efficiently with timely delivery and quality control, created new user experiences for enterprise applications that reduced clicks, improved user engagement and user efficiency, designed dashboards to provide business intelligence, designed engaging public facing websites that motivated end users to take action, helped many small to mid- sized businesses meet and exceed their digital marketing goals, produced multimedia projects in a cost-effective manner.

AREAS OF EXPERTISE

Business Analysis – Understand business priorities and value propositions; Gather, define and document business and functional requirements; Conduct stakeholder meetings; Create process flow charts

User Experience Design – Usability analysis; Creating personas, use case scenarios, wireframes, high-fidelity visual comps, data visualization; Acting as user’s advocate in the process of defining solutions

Communications Strategy –Define and document communications goals; Identify and research target market; Gather customer insight: Prepare communications plan

Content Creation – Write and proofread– newsletters, marketing material and presentations

Multimedia Production – Experience with print production, web design and video/multimedia production

Web Technologies – Front-end web development

Digital Strategy –E-commerce Sites, Mobile Platforms and APIs for Omni-channel online presence

PROFESSIONAL EXPERIENCE

FREELANCE DIGITAL CONSULTANT/ CREATIVE DIRECTOR/ UX DESIGNER – CRYSTAL MULTIMEDIA INC., CRYSTAL BOOKS

MAR. 2020 – PRESENT

Working as Director, Content Strategy to develop digital content for multiple platforms and products for Crystal Multimedia, Inc. responsibilities include:

1. Creating digital ecosystems after defining each digital identity, its mission and market
2. Define a product development strategy with workflows, timelines, required resources and tools list, after analyzing external environment, available resources, internal constraints, launch feasibility and various system gaps
3. Designed a gifting App, developed websites and Social Media presence for multiple new to market digital products
4. Designed platform-level and supporting services used across multiple products, focusing on shared patterns, scalability, and system coherence.
5. Solved complex, cross-product UX problems that extended beyond individual features or screens
6. Translated strategic direction into clear, tactical design work, using AI-generated tools
7. Partnered closely with product, engineering, and business stakeholders to make informed tradeoffs under real-world constraints.
8. Acted as a thought partner in shaping design standards, workflows, and long-term platform vision.

NIRMAL (NIMI) KUMAR

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Co-founder/Creative Director/ Customer Experience – SANS International, NJ

Mar. 2017 – Mar. 2019

Early 2017 co-founded an ecommerce business and launched a new brand called SANS Elegant Living in Home and Kitchen category. These products are being sold on multiple online channels. Designed packaging, marketing strategy, social media campaigns and customer experience through multiple channels

DIGITAL STRATEGY/COMMUNICATIONS/UX CONSULTANT - FREELANCER, NJ/NYC

MAR. 2015 – PRESENT

Worked as a freelance UX designer in NY/NJ metro area.

Some of the projects I worked on –

- Optimum Cable Vision – created screens for end users to manage Quick Views
- Exclusivegiftsstore.com – a website that pulls data from multiple channels to provide an enhanced user experience for gift shoppers.
- Other small business websites -awadg.com, douglaseisman.com

Information Architect/ UX Consultant at Vanguard, (PA)

Sept. 2011 – Jan. 2015

Redesigned information architecture, user interaction and user experience for an enterprise-level **Customer Relationship Management system (Siebel CRM)** which was being used by multiple sales teams from different business divisions. Working with product owners from multiple work streams, translated business goals and user needs into custom solutions to meet the requirements of diverse user groups.

After studying users' daily workflows for each user group and understanding their needs from Subject Matter Experts, developed a strategy to integrate **CRM Database** with **Business Intelligence** in a new user-friendly interface.

This provided sales executives with analytical data and tools to manage their books of business effectively. Worked collaboratively with product owners to develop a change management strategy

TOOLS / SKILLS

User Experience Design – Sketch, Figma, RP Axure, Omnigraffle, Microsoft PowerPoint, Excel, MS Visio

Content Management – Experience with Drupal, Joomla, Wordpress; and familiar with Adobe XD

Print, Video & Web Design –InDesign, Photoshop, Illustrator, Final Cut Pro, Dreamweaver

Programming – HTML, CSS, JavaScript, Responsive design (HTML5, CSS3), Twitter Bootstrap

Project Management – Excellent communication, presentation and project management skills, SharePoint

ACADEMIC QUALIFICATIONS

MBA Media Management

Multimedia Production/Design Tools Courses

Post Graduate Diploma in Communication Arts (Public Relations)

Master of Arts