

HEMANT KUMAR, PRODUCT DESIGNER

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PROFESSIONAL SUMMARY

Commercially focused Product Designer with **over 12 years of experience** delivering **end-to-end (0→1) digital products** across B2C, SaaS and enterprise platforms, including large-scale **digital transformation** programs. **Human Factors International (HFI) certified**, with an engineering degree and a product management certification from Product School (USA). I combine systems thinking with a **data-driven design approach** to create products that deliver measurable outcomes.

I am currently leading product design for PainChek Infant, a consumer-facing mobile app. Before that, at **WikiCamps, Australia's #1 camping app** (Discovery Parks), I designed a B2C mobile app serving **300K monthly active users**, with my work contributing to **daily order value growing from \$5,000 to \$32,000**. I also introduced **AI-enabled design workflows** using AI design tools, LLMs and Figma MCP, **cutting design-to-development handoff time by almost half**.

Previously, I led the end-to-end design of attentionTRACE, attentionPROVE and attentionPLAN at Amplified Intelligence, building scalable design systems from the ground up. The products helped generate **\$3M in revenue from 20+ enterprise clients** within the first quarter after launch.

I have **led design teams of up to 12** and established an internal design academy to upskill cross-functional teams, and I regularly **partner with C-suite executives** to shape product strategy. My experience spans **Melbourne Airport, British Airways, GE, BMW and Nissan** across Australia, the UK, Europe and Asia.

KEY ACHIEVEMENTS

- **WikiCamps (Discovery Parks):** Led the end-to-end redesign of **Australia's #1 camping app (300K+ MAU)** as sole designer, building a scalable, accessibility-first design system and redesigning the booking journey, which drove **daily order value from \$5,000 to \$32,000 (6x)**.
- **Discovery Parks (Leading holiday park brand in Australia):** Used AI to develop a **scrum tool adopted across the organisation**, eliminating third-party licensing costs.
- **Discovery Parks:** Introduced AI-assisted workflows, from requirement gathering to code-ready handoff of designs via Claude Design, Figma AI and Figma MCP servers, **cutting design-to-development handoff time by almost half** and improving delivery quality across the team.
- **Amplified Intelligence (Attention-measurement SaaS):** Delivered **three products from scratch** (attentionTRACE, attentionPROVE, attentionPLAN), helping secure **20+ enterprise clients and ~\$3M in revenue** within the first quarter after launch.
- **Amplified Intelligence:** Cut **panelist drop-off from 90% to 40%** on attentionTRACE, directly reducing research costs and business risk.
- **Tiimely (Fintech):** Cut **loan approval time from 2-3 days to under 2 hours (95%+ reduction)** by designing the serviceability module for XAI Validate, an AI-powered financial assessment platform.
- **Three UK (Top telecom brand in the UK):** Reduced **checkout drop-off from 68% to 29%** by redesigning the credit check and checkout journey, while **leading a team of 12 designers** delivering omnichannel experiences.
- **GlobalLogic (A Hitachi Group company):** **Founded a Design Academy** that trained and converted cross-functional staff into design roles.
- **Genpact:** Designed the user experience for **Yammer, Microsoft's enterprise social networking service** (now Viva Engage).

RECOGNITIONS

- **Won a hackathon** organised by **ICICI Bank UK**, representing Tech Mahindra as a designer against teams from **6 other leading companies**. The win directly contributed to Tech Mahindra securing the client project and led to a client-facing role, generating new leads and project wins.
- **Won the company-wide Appify 50/50 challenge**, part of Tech Mahindra's digital transformation program, for designing "TechIT", a campus recruitment application that engaged graduate recruits and used their in-app activity to identify candidates for interview and keep them engaged.

CORE COMPETENCIES

- **Strategy & Leadership:** Design Strategy & Roadmapping, End-to-End Product Design (0→1), Systems Thinking, Stakeholder Management & Influence, Team Leadership & Mentoring, Design Maturity & Capability Building
- **AI & Data:** Designing AI-Powered Experiences, AI-Assisted Design Workflows, Data-Driven Design & Experimentation
- **Design Execution & Systems:** Scalable Design Systems & Tokens, Interaction & UI Design, Information Architecture, Accessibility (WCAG 2.2 AA), Design-Engineering Collaboration
- **Research & Validation:** User Research & Usability Testing, Rapid Prototyping & Validation, Journey Mapping & Persona Development

TOOLS & TECHNOLOGIES

- **AI & Automation:** Claude, ChatGPT, Gemini, Cursor, Claude Code, Figma AI, MCP, n8n, Zapier
- **Design & Prototyping:** Figma, Claude Design, Google Stitch, Lovable, Figma Make
- **Research & Analytics:** Amplitude, Google Analytics (GA4), Hotjar, Maze, Dovetail, Mixpanel
- **Management & Collaboration:** Jira, Confluence, Miro, Slack, FigJam

PROFESSIONAL EXPERIENCE

Lead Product Designer (Contract), PainChek Infant, Melbourne - Australia, Apr 2026 to present

Leading product design for PainChek Infant, an AI-powered consumer mobile app that helps parents and caregivers assess infant pain. Responsible for end-to-end design direction on a contract basis, from research and strategy through to delivery.

- Designed the core "Infant Pain Assessment" journey, the app's primary clinical workflow, from research through delivery.
- Designed the Pain Guide feature to improve app engagement and increase returning users.

Lead Product Designer, Discovery Parks, Adelaide - Australia, Aug 2023 - Apr 2026

Sole designer for WikiCamps, Australia's #1 camping app (Flutter, iOS and Android), redesigned and relaunched from scratch to serve 300K+ monthly active users. Owned end-to-end design across the app and marketing website, set design processes and principles, and presented solutions to executives including the CFO, CTO and Board.

- Redesigned and launched the app from scratch, including the booking journey, driving daily order value from \$5,000 to \$32,000 (6x) across 300K+ MAU.
- Built a scalable, accessibility-first design system (WCAG AA) aligned with Material Design and technical constraints, improving design-engineering efficiency across the app and marketing website.
- Introduced AI-assisted workflows (Claude Design, Cursor, Figma AI, Figma MCP servers), cutting design-to-development handoff time by almost half.
- Developed an AI-powered scrum tool adopted across the organisation, eliminating third-party licensing costs.

Lead Product Designer, Amplified Intelligence, Adelaide - Australia, Sep 2022 - Aug 2023

Designed the company's attention-measurement SaaS suite (attentionTRACE, attentionPROVE, attentionPLAN) from scratch for the media and advertising industry, working directly with the Chief Product Officer, product managers and developers on revenue-aligned strategy and quarterly planning.

- Delivered three SaaS products from scratch, helping secure 20+ enterprise clients and ~\$3M in revenue within the first quarter after launch.
- Cut panelist drop-off from 90% to 40% on attentionTRACE, delivering substantial cost savings and mitigating critical business risk.
- Built a scalable design system aligned with strategic business goals, accelerating delivery across all three products.
- Ran company-wide design sessions, championing the business value of design.

Senior UX UI Designer, Tiimely (formerly Tic:Toc Home Loans), Adelaide - Australia, Feb 2022 - Sep 2022

Product designer at a leading Australian fintech, working on XAI Validate, an AI-powered financial assessment platform, and the home loan application. Established design processes, embedded design in the product lifecycle, and lifted organisational design maturity through educational sessions.

- Designed the serviceability module, cutting loan approval time from 2-3 days to under 2 hours (95%+ reduction) and boosting credit assessor efficiency by 60%.
- Built a scalable design system from scratch, reducing design production time by 80%.
- Partnered with enterprise clients including Qantas to deliver a tailored Home Loan solution aligned with the Qantas design system.
- Developed personas and customer journey maps from comprehensive research, driving user empathy and informed decision-making across the business.

Product Experience Designer, GlobalLogic (A Hitachi Group company), Noida - India, Jun 2020 – Feb 2022

Product designer at a global digital engineering consultancy, delivering research-driven design for international enterprise clients including Hilti (ON!Track), Hitachi ABB Power Grids and VFS Global, while building internal design capability and exploring emerging technologies.

- Delivered critical product modules for Hilti (Germany), including a dashboard pivotal to the ON!Track product, driven by user research and usability testing.
- Won a competitive POC for VFS Global against major IT companies, contributing directly to GlobalLogic securing the contract.
- Designed market-ready products for Hitachi ABB Power Grids from inception through cross-functional collaboration.
- Founded and led a Design Academy, training staff from diverse teams, bridging the resource gap and lifting employee satisfaction.
- Researched XR (AR/VR/MR) and pitched concepts to top management, securing buy-in for POCs targeting future business growth.

UX UI Designer, Three UK, London - United Kingdom, Aug 2017 – Mar 2020

UX UI Designer on a major digital transformation program at one of the UK's largest telecom brands, designing omnichannel experiences (responsive web, mobile app, agent assist, retail) for Three's large Pay As You Go customer base, while leading a team of 12 designers.

- Reduced checkout drop-off from 68% to 29% by redesigning the checkout journey.
- Delivered a soft credit check feature as an alternative to hard checks, reducing customer frustration by avoiding credit blockages without device acquisition.
- Delivered an omnichannel experience across web, mobile, agent assist and retail, improving customer satisfaction, retention and business growth.
- Built ATK (Atomic Toolkit), a design system and pattern library, ensuring consistency across the program in collaboration with UX and UI designers.

Project Manager UX UI, Tech Mahindra, Noida, India, Apr 2016 – Aug 2017

Managed UX/UI delivery in the mobility department, designing mobile, tablet and web apps for global clients including Boral Australia, Melbourne Airport, British Telecom, BMW, Nissan and Sunrise Telecom (Switzerland).

- Delivered mobile and tablet apps for Boral Australia, Melbourne Airport, British Telecom, BMW and Sunrise Telecom, spanning telecom, automotive, aviation and construction.
- Won the ICICI Bank UK hackathon as sole designer on a cross-functional team of front-end and back-end developers, delivering a live product in 3 days against 6 competing companies despite mid-event requirement changes, and contributing to the client contract win and a subsequent client-facing role.
- Designed "TechIT" in the company-wide Appify 50/50 challenge, winning the Digital Samurai award against multiple competing teams. The app tackled graduate hiring drop-off by engaging campus recruits through staff connections and resources, using their in-app activity to shortlist candidates for interview, and keeping them committed through onboarding.

UX/UI Consultant, Genpact, Gurgaon, India, Sep 2013 – Mar 2016

UX/UI consultant delivering design for global technology clients including General Electric (GE) across enterprise software.

- Designed the user experience for Yammer, Microsoft's enterprise social networking service (now Viva Engage).
- Delivered enterprise applications for General Electric (GE).

EDUCATION AND CERTIFICATIONS

- **AI-First Product Designer**
- **Product Management Certificate**
- **Post Graduate Diploma in Computer Applications (PGDCA)**
- **Bachelor of Computer Applications (BCA)**
- **Certificate of Usability Analyst (CUA)**
- **Graphic Design Certificate**
- **Website Designing and Development**

ADP List
Product School
Subharti University
IASE University
Human Factors International [HFI]
Arena Multimedia
Invision

DOMAIN EXPERTISE

Fintech & Financial Services, Travel and Tourism, Media, Advertisement, Marketing, Manufacturing, Energy, IT Consultancy, Telecom, Automotive, Aviation and more.