



# Anand Kumar

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## SUMMARY

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I am an accomplished Senior Product Designer with **5 years** of experience in UX design and product development. My expertise lies in creating intuitive, user-centred digital experiences across mobile and web platforms. I thrive on using modern design tools and methodologies to make data-driven decisions. Throughout my career, I've successfully contributed to over **20 products**, including my work with a **unicorn startup**

## PROFESSIONAL EXPERIENCE

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### Senior UX/UI Designer



**Capital Rush** (A company focused on innovative financial solutions)

 Jul 2022 - Oct 2025  Jaipur Rajasthan

- Architected and maintained a Figma design system serving **12+ product teams**, reducing design-to-dev turnaround time by **25%**
- Led end-to-end product design for mobile and web applications, contributing to **35,000+ daily active transacting users**.
- Analyzed behavioral data and optimized user flows, improving feature adoption by **18%**
- Conducted extensive user research that led to a **20% reduction in drop-offs** during onboarding.
- Spearheaded the "Capital Rush Earn" feature, increasing user engagement time by **~15 minutes per session**.

### Founding Designer

**Enrich Labs** (Provides real-time data APIs for people and companies) (**\$30M valuation**)

 Nov 2021 - July 2022 (Remote)  Dubai, UAE

- Led the full design of **Enrich's developer platform**, including the API dashboard, documentation, and onboarding. Improved activation and cut **developer onboarding time by 30%** by making setup flows clearer and guiding users to their first successful call.
- Created the user experience for an **API key management and testing playground**, making it easier for developers to check responses quickly and reducing trial friction and support requests.
- Built a **scalable design system** across **10+ modules** (billing, analytics, user management), driving UI consistency and faster iteration with engineering.
- Shaped information architecture for a **real-time B2B enrichment API suite** (people/company data), aligning product UI to a clear "input → enrichment → export/use" mental model used in modern GTM stacks. (**Enrich.so**)

### Product Design Intern

**CoinDCX** (India's leading cryptocurrency exchange.) (**\$2.15 billion valuation**)

 Aug 2021 - Nov 2021  Mumbai, Maharashtra

- Redesigned onboarding flow, reducing average sign-up completion time by **35%** and increasing successful KYC completions by **28%**.
- Delivered a trading dashboard revamp that lifted daily trade volume by **12%** through improved usability.

## EDUCATION

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- **BBA(Marketing)** | Jul 2016 - Jul 2019  
| Osmania University, Hyderabad

## PROJECTS

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- **Product Designer** | Maximise.ai, Dubai, UAE | Apr 2022 - Jul 2022 (Raised 1M)
- **Founding designer** | talentedHippo, Mumbai, Maharashtra | Feb 2021 - Jan 2022 (Raised 1M)

## SKILLS

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- User Centered Design
- UX/UI Design
- Interaction Design
- Motion Design
- Prototyping and User Testing
- Cross-Functional Collaboration
- Leadership and Mentorship
- Project Management
- Communication and Presentation

## PROFESSIONAL TOOLS

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- Figma (Advanced)
- Adobe XD, Sketch
- Adobe Photoshop
- Adobe Illustrator
- After Effects
- Webflow & Framer (no-code tools)
- HTML, CSS, JavaScript

## KEY ACHIEVEMENTS

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### Achieving recognition in a global design challenge

Crowwwn.com UX design global challenge (1st Runner Up)

### Driving significant product improvement

Maximise.ai increased conversion rate \*from 20% to 60%