



# Prashant Kumar

Award-winning product and design professional specialising in AI-powered products and their design and development at scale.

**Total Experience**

**23+ Years**

**Senior IC & Leadership Experience**

**12+ Years**

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## Summary

High-Impact Product and UX Design Leader with over 23 years of diversified experience in B2B and B2C across multiple industries. Led design for multiple products with AI-enabled features embedded into the solution, and delivered impact. Apart from the use of AI within a product, I have developed an AI and Automation framework for delivering large-scale design work with velocity and quality. I have also developed a deep understanding of how design is operated at scale with consistency and rigour.

## Core Skills & Competencies

**Leadership & Strategy:** DesignOps leadership Agile program management for Design; Cross-functional team leadership; Mentoring & career development; OKR setting & goal management; **Product & UX Design:** Full cycle Product and UX design; Scalable design systems; User research; Accessibility governance (WCAG 2.1/2.2); **Process & Methodology:** Dual-track agile delivery; Feature Prioritization and Roadmaps; PRD/BRD documentation; Sprint planning & retrospectives; Design review frameworks; **Technical Proficiency:** Figma; Adobe Creative Cloud; Jira; Confluence; Miro; User testing platforms (Maze, Useberry); AI tools (ChatGPT, Claude, Midjourney); Product management tools.

## Professional Career

### Head of Product | Volt X | 2024 to Present

Own end-to-end product strategy and design; Delivered a high-impact product strategy that places Volt X in a unique position compared to the competition; Leading a small team of international talent for delivery at high velocity with quality; Building a product that builds other products and reduces design and front-end development time and resources by up to 80%; Complete ownership of taking the company from 0 to 1 in the shortest time possible.

### Head of Design | GreyOrange | 2019 to 2020

Led and mentored a team of 15+ talented designers inside and outside the organisation; Led a portfolio of 7+ products meant for maintaining and managing the operations of an AI-enabled automated warehouse; Bought measurable impact, such as a 7-second reduction in the pick/put time, resulting in a 23% improvement in operational efficiency; Introduced Agile methodologies and participative design principles; Set OKRs and mentored the team.

### Creative Director | Cheil | 2013 to 2014

Managed a pan-India design team of 20+ designers for Samsung's BTL output; developed brand-aligned design operations and review systems. Led global coordination for the Samsung brand across the APAC region's 20,000+ BTL touchpoints.

### Head of Design | Airtel | 2020 to 2024

Led and mentored a team of 60+ talented designers inside and outside the organisation; Led a portfolio of 16+ products across B2B and B2C businesses, delivering impactful incremental improvements; Led the flagship ATB 2.0 self-service portal project and Design System with full hands-on leadership; Implemented a two-swimlanes model for operating design innovation and delivery at scale; Led goal-setting and mentored the team for high-performance in the talent council.

### Senior Consultant | Globallogic | 2014 to 2019

Contributed to 10+ large-scale enterprise software projects for 7 top global companies; Delivered impact on each of the assignments for customer success and obtained top feedback; Delivered, contributed to, and implemented multiple large-scale design systems for consistency and quality; Acted as UX Scrum Master on multiple projects and delivered significant impact in terms of improving velocity and rigour; worked on a number of large, multi-cultural, global teams.

### Founding Director | Greenstar | 2009 to 2012

Led the company to success through design-first product development. The company secured a grant from the state of Texas, sold 40k units in the first year, and received industry-wide recognition.

Early Career Summary (Prior to 2013)

Partner | The Moonshop | 2007 to 2009

Delivered top-quality design service to top 20+ brands, including Tag Heuer, Lladro, Reebok, and CK for their retail design & VM requirements.

Design Manager | Mango Global | 2005 to 2007

Led the product design from the front and helped the company secure sales contracts and investment.

Product Designer | Nexus Design | 2004 to 2005

Worked with top brands like Tag Heuer, Lladro, Reebok, CK and more for their retail design & VM needs.

Education & Certifications

Masters of Design | Indian Institute of Technology, Delhi | 2002 to 2004

Bachelors of Architecture | Government College of Architecture, Lucknow | 1997 to 2002

Leadership & Product Strategy | ISB, Ahemadabad | 2023



Awards & Achievements

First Prize Winner | Next-gen PC Design Competition by Microsoft | 2007

Finalist | Design for Wellness Competition by Technogym and Eindhoven University | 2005

All India Rank 13 | Combined Entrance Exam for Design by Indian Institute of Technology | 2002

Scholarship Award | During Graduation by GCA and During Post-Graduation by IITD | 1997 to 2002

Most Relevant Projects

Digital Twin | Mindbank

I created the very first version of the app for this startup, which is in the space of AI-enabled self-improvement and growth. The idea was to develop a digital twin of oneself over a period of time, with continuous interaction with the app and the AI built within it. I took care of the end-to-end product/UX design for the app, complete with research, wireframing, prototyping, user testing and final visuals. The company achieved significant success based on this work. The startup was focused on multiple platforms and has since become commercial.

AI Coach | Zaphire

I designed a web application for this startup that helped people train themselves for interviews, meetings, and presentations by providing them with AI feedback on various benchmarks of effective and efficient communication. I was responsible for the entire design process, from thorough research to the final visual designs. Although I exited the project before this could go to market, the client appreciated my UX work and the contribution to the project in a short and compressed timeline.

Blaze | Volt X

Currently leading the product and design function for this project, which is looking to disrupt how large-scale enterprise software is designed and developed. Blaze is built on the foundation of hundreds of high-quality, hand-crafted UX and UI patterns that are based on the learnings from 30+ projects and research on another 200+. With Blaze, users will be able to input things like PRD/BRD, Brand Guidelines, User Personas, and Problem Statements, and the system will return a very high-quality design and front-end code. Blaze automates a large part of the product design and development and can save up to 80% time and resources.