



RITESH KUMAR

Designer | Nature Enthusiast | Tech Freak



28 September
1992



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Behance Personal Portfolio

"Good design fits our needs so well that the design is invisible" - Don Norman.

VISION

To build user centered experiences beyond the traditional screen environment, making latest tech accessible to users for bringing- productivity, enhancement of work, reduction in support and mental load, hence providing an improved user satisfaction.

I believe in creating useful things.

HOW?

:

Understanding the users

Desire & Emotions | Motivations | Goals & Tasks | Limitations

:

Designing solutions considering

Technology | Sensibility | Comfort | Creativity | Disruptions

:

Delivering inclusively for

Usability | Simplicity | Productivity | Enhancement | Satisfaction

SKILLS

Discovering users

User Stories | User Reserch | Personas | Environments | Touchpoints

Interaction design

System thinking | Information Architecture | Wireframes
Prototyping | Graphics Design | Infographics & Visualisations

Validation

Usability testing | A/B testing | Guerilla testing | Software validation

Softwares

Adobe XD | Adobe Illustrator | Adobe Photoshop | Microsoft Visio | Microsoft Office
Unreal Engine | 3Ds Max | Pen and Paper

*UX is not about solving problem, it's about discovering the user
with logics and imaginations*

WORK EXPERIENCE

Tata Elxsi Limited

Senior User Experience Designer

August 2016– July 2018 (2 years) Bangalore, India

- Distributing insights and supporting the offshore HMI team with the knowledge I've built working on-site with the client- Jaguar Land Rover.
- Supporting and guiding teams to quickly come up with insightful work-flows and simple solutions for complex interaction design problem.
- Designing complete HMI experiences (interaction design and theme/mood boards for graphics) for showcasing company's design potential at various consumer electronic shows.
- Worked on concepts for automotive HUD and cluster panels.

Jaguar Land Rover

UX/ HMI Design Consultant from Tata Elxsi Limited

January 2015 – July 2018 (3 year 6 months) Gaydon, UK

Part of HMI design team working on JLR's latest high-end infotainment systems- InControl Touch Pro.
This is now in production across all car lines which also includes electric vehicles (BEV and PHEV).

- Designing HMI wireframes, user flows, and storyboards.
- Working with a wide group of stakeholders and multi-disciplinary teams from various departments of the business to come up with the best possible design solutions for the right customer experience.
- Working closely with system architects and software developers to ensure designs are executed the right way.
- Evaluate design on usability level and development feasibility level.
- Designing graphical concepts and reviewing master graphics and graphical specifications.
- Risk assessing fixes or changes for inclusion in software releases.
- Designing concepts for future infotainment.

Tata Elxsi Limited

User Experience Designer

June 2014 – July 2016 (2 years 2 months) Bangalore, India

- Designed mobile apps iOs and Android platform.
- Worked on automotive experiences, complete HMI concepts for various concept cars including electric vehicles.
- Exploiring other mediums such as VR, AR and mixed reality.
- Worked on graphics specifications for mobile apps and infotainment.

Tata Elxsi Limited

User Experience Intern

Dec 2013 – Apr 2014 (5 months) Bangalore, India

Vizen Design & Consulting

Graphics Design Intern

June 2013 – Aug 2013 (3 months) Bangalore, India

OTHERS MENTIONS

Interaction Design Foundation

Active member and community contributor

EDUCATION

National Institute of Fashion Technology, Bangalore

B.Des (Bachelor of Design)

Department of Fashion Communication, 2010 – 2014

- Communication design, Identity and branding design, Retail space design and visual merchandising, Video games interactions

Motilal Nehru Public School, Jamshedpur

10 +2 ISC Board

Computer Science Student, 1998 – 2010

- Graphics and Publication, Sports, Ambience, Eco Club Lead, Jyoti Club Lead

ACHEVEMENTS

Summited high altitude Himalayan peak

STOK KANGRI, 6125 m above sea level

2018, Hemis National Park, Leh

Top 100 finisher

Wright Hassall Regency 10K Run

2015, Leamington Spa, UK

Three years consecutive 1st Prize winner

MYSTERY BOX (Improv focused built event), Converge

2011, 2012, 2013 NIFT Inter college event

1st Prize winner

BEST OF WASTE (Improv focused built event)

2011, Nift Bangalore Cultural Event

1st Complimentary Prize winner

VOICE & VISION, GEOFEST INTERNATIONAL

2010, CMS Lucknow

INTERESTS

Technology, Futuristic concepts, Computer games, Environment, Wildlife.

Out door activcities :

Passionate Downhill Mountain Biker, Mounatin Biking, Wild Camping, Long Distance Running/ Cycling, Hiking, Occasional Skateboarder.

Follow me on instagram for more:

www.instagram.com/ritzeshz