Manoj Kumar
Founder & CEO. UXGen Technologies

User Researcher, UX Architect. UX Trainer, CRO Expert, Problem Solver

HFI Trained - March - 2019

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• LinkedIn Profile • UX Case Studies • Behance Portfolio

"A UX professional with overall 20 years of total experience leading cross-functional teams of up to 15 members. Delivered projects with budgets ranging from $100,000 to $500,000. Recognized for designing and implementing UX strategies."

SKILLS & EXPERTISE

- Agile Methodologies
- User Journeys
- Adobe XD
- Axure RP
- InVision
- Sketch App
- Adobe Photoshop
- Figma
- SAAS

- JIRA, Scrum
- Team Building
- Project Management
- Usability Testing
- Content Strategy
- Data Visualization
- Experience Design
- Personas
- Product Design

- Prototyping
- Art Direction
- User Research
- Usability Testing
- A/B Testing
- UX writing
- Client Handling
- Design Thinking
- Information Architecture

- Responsive Architect
- Proven Leadership
- Interaction Design
- Creative brief writing
- Gamification
- Comparative Analysis
- Empathizing
- Wireframing
- Mockups
- CRO

PROFESSIONAL EXPERIENCE

UXGen Technologies - Founder & CEO   March 2023 - Ongoing
UX Researcher, UX Consultant, UX/UI Architect, UX Trainer, UX/UI Trainer, Mentorship, Digital Marketing Trainer etc

As the Founder & CEO of **UXGen Technologies**, I am at the forefront of driving innovation in **Core UX Practices, User Research, UX/UI design, Digital Marketing, Conversion Rate Optimization (CRO)**, and **revenue growth strategies** for businesses worldwide. With a mission to bridge the gap between user expectations and business goals, I lead a multidisciplinary team to craft user-centered solutions that solve critical industry pain points while delivering measurable results.

Accomplishments and Impact

- **Transforming Business Outcomes:** Spearheaded UX initiatives that have led to an average **38% increase in user engagement** and a **45-58% improvement in conversion rates** for our clients across various industries.
- **Revenue Growth Optimization:** Implemented **data-driven digital strategies** that helped businesses achieve a **25% year-over-year revenue growth** from their online platforms.
- **Innovative Problem Solving:** Designed scalable, user-first frameworks that align with business objectives, significantly reducing **user drop-off rates by up to 35%** through intuitive UI/UX enhancements and Heuristic Audit.

- **End-to-End Solutions:** Delivered tailored strategies that addressed challenges in user experience, product design, and **digital marketing**, resulting in a **30% faster time-to-market** for digital products.

Solving Industry Challenges

At UXGen Technologies, we focus on solving real-world challenges faced by businesses:

- **UX Excellence:** Creating seamless, user-centric designs grounded in **human psychology** and industry-proven **UX principles**.
- **CRO Expertise:** Identifying and optimizing critical touchpoints to maximize conversions and ROI.
- **Digital Growth Strategies:** Leveraging SEO, content marketing, and performance-driven campaigns to drive **organic traffic** and **boost visibility**.
- **Customer Retention:** Implementing loyalty strategies and design improvements that enhance **customer satisfaction scores by up to 40%**.

Vision as a CEO

My leadership is rooted in a deep understanding of **behavioral psychology** and **data analytics**, enabling us to stay ahead of trends and deliver cutting-edge solutions. I thrive on fostering collaboration and innovation within my team while maintaining a sharp focus on driving value for our clients.

With UXGen Technologies, I aim to redefine how businesses approach digital transformation, empowering them to thrive in competitive markets and delivering measurable success stories every step of the way.

Let's redefine the future of your digital experience.

Oodles Technologies · Web Manager - Sr. UX Architect　　　　　September 2017 - February 2023
Accomplishments include:
- Boosted client's product vision by conducting in-depth research, ideating innovative solutions, wireframing user interfaces, and creating interactive prototypes, generating in a 26% increase in user engagement.
- Embraced the best practices, resulting in a 22% reduction in design errors and a 19% increase in design efficiency.
- Demonstrated effective team handling skills, including resource allocation, leading to a 14% reduction in project timelines and a 16% increase in overall project efficiency.
- Persistently delivered outcomes that exceeded client expectations, ensuring high levels of satisfaction among all stakeholders, with a 98% project success rate.
- Created responsive web pages using HTML5, CSS3, and bootstrap ensuring that everything seems and worked fine on all devices screens.
- Worked on the front-end code optimization process to make pages load faster and perform better.
- Added interactive elements and animation with jQuery making UX more engaging.
- Worked on the development of the prototype part making it more engaging at a very early stage for users feedback.
- Holding expertise in front-end functionality testing and code review.

R System · Senior Software Engineer - Sr. UX Designer   March 2016 - September 2017

Accomplishments include:

- Facilitated pre-sales activities, interacting with project teams and stakeholders on a daily basis, resulting in a 18% increase in client acquisitions and a 23% growth in revenue.
- Translated business goals into usable solutions, aligning design strategies with organizational objectives and achieving a 28% improvement in user conversion rates.
- Created wireframes, storyboards, user flows, process flows, and site maps to communicate interaction and design ideas, achieving a 36% improvement in design clarity and a 15% decrease in development iterations.

HCL Technologies · Associate Consultant - UX Architect   August 2014 - February 2016

Accomplishments include:

- Established and promoted design guidelines, best practices, and standards, fostering consistency and efficiency across design projects, achieving a 33% improvement in design quality and a 14% reduction in design inconsistencies.
- Created prototypes that served as proof of concepts for clients and internal teams, demonstrating the feasibility of design concepts and expediting the development process for actual courses.
- Collaborated with product management and engineering to define and implement innovative solutions.

Indiamart Intermesh · Software Engineer - Sr. UX Designer   April 2013 - August 2014

Accomplishments include:

- Stayed abreast of the latest design trends and best practices, incorporating into projects and achieving an 18% improvement in design efficiency and effectiveness.
- Played an active role in pre-sales activities, communicating with clients and demonstrating the value proposition of design solutions.
- Addressed UI design issues and improved performance, resulting in a 15% decrease in page load times.

CERTIFICATIONS - The Interaction Design Foundation

- UX Designer from Scratch.
- Got First Job as a UX or Interaction Designer.
- Mobile User Experience(UX) Design.
- Dynamic User Experience: Ajax Design and Usability.
- Design Thinking: The Beginner's Guide.
- UI Design Patterns for Successful Software.
- User Research - Methods and Best Practices.
- UX Writing: How To Use Words As A Design Power Tool.

EDUCATION

- MBA-IT - SMU - DE
- B. Com. - VBSPU
- Intermediate - HCSC
- Matriculation - HCS

DISCLAIMER

Hereby confirm that the above-given information is true and accurate to the best of knowledge.

Place: **Gurgaon**