

HARDIK KUMAWAT

Product Designer

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WORK EXPERIENCE

nurture.farm / Product Designer

JUN 2022 - PRESENT • BANGALORE

- **Led Platform Redesign for Diverse Users:** Redesigned a multi-user platform for operators, and their managerial hierarchy, reducing payroll queries by 30%, and ease of tracking work through simplified interfaces.
- **Designed Accessibility-Focused Experiences:**
 - Scaled app design to **onboard 8,000+ gig workers** (Krishi Mitras) for various job types, ensuring accessibility for non-technical users.
 - Designed a **commodity marketplace app** for **traders**, creating intuitive discovery and negotiation experience.
 - Drove design and **adoption** of **'Crop Doctor'** feature which helps **farmers** diagnose and treat crop problems using just a picture using AI, resulting in adoption in the early stages
- **Optimized Operator Workflows:** Reworked operator booking flow, reducing barcode errors by 60% with simple, intuitive interactions.
- **Compliance and Payment Solutions:** Led projects on compliant behavior, fuel reimbursements, and UPI payments, resulting in significant cost savings to the company.
- **UX Research & Testing:** Conducted field visits, user interviews, and usability tests to gather insights and guide iterative improvements, increasing user satisfaction.
- **Built Scalable Design Systems:** Developed a design system, improving consistency, enabling **20% faster design cycles**, and 85% reduction in front-end dev effort maintaining styles.
- **Cross-Team Collaboration:** Collaborated closely with product, engineering, and business teams to deliver impactful design solutions.

Ombré / Founding Designer

SEP 2020 - 10 MONTHS • REMOTE

Ombré is a virtual concerts discovery and engagement platform.

- Designed the Ombré app and website, helping secure seed funding, attracting **2.5k+ monthly active users** within the first few months.
- Designed **monetization features**, to help generate revenue
- Conducted **UX research**, and **competitor analysis**, translating insights into actionable design decisions and improving user flows.
- Also created **original 3D illustrations** to make it stand out.

DESIGN POSITIONS AT COLLEGE

Geekhaven IIIT-A / Design Wing Member

- Guided and managed a bunch of rookies in the design field through design workshops
- Graphic design and branding work at the sports fest- ASMITA

EDUCATION

IIIT Allahabad / B.Tech in

Information Technology

2018 - 2022

SKILLS

Design

Wireframes, Interaction and Visual Design, Graphics & Illustrations, Prototyping, Micro-Interactions, 3D Modelling, Design Sprints, Inclusive & Accessible Design, Animation

Research

Usability Testing, Surveys, Data Collection, Competitive Analysis

Tools

Figma, Blender3D, After Effects, Da-Vinci Resolve, Canva, Photoshop, Illustrator

AWARDS & RECOGNITION

nurture.farm / Spotlight Award

Award for outstanding contributions or exceptional job performance.

nurture.farm / Kernel Hackathon - 2nd Prize

Team of five built a virtual commerce solution for farmers to bid-sell their produce to a wider audience.

