

Daniel Kumar M

Senior UX Lead | UX Architect | Enterprise UX | Design Systems

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PROFESSIONAL SUMMARY

Strategic and user-focused **Senior UX Lead with 16+ years of experience** designing enterprise and product-based digital solutions across web and mobile platforms. Experienced in **UX strategy, UX architecture, information architecture, user research, user flows, journey mapping, wireframing, prototyping, usability testing, and interaction design.**

Proven experience designing **complex enterprise applications and data management platforms**, translating business requirements and technical constraints into intuitive, scalable, and user-centered experiences. Strong expertise in **design systems, UX guidelines, interaction patterns, accessibility (WCAG), and cross-product UX consistency.**

Experienced in collaborating with **Product Managers, Business Analysts, Engineering teams, QA, and business stakeholders** throughout the product lifecycle, from requirements and discovery through design, validation, and implementation. Proven ability to **manage, lead, and develop UX teams**, allocate work, set priorities, review design quality, provide performance feedback, and align team outcomes with business and product goals.

CORE COMPETENCIES

UX Strategy & Product Design: UX Strategy, User-Centered Design, User Research, User Flows, Information Architecture, Journey Mapping, Wireframing, Prototyping, Interaction Design, Usability Testing

UX Architecture & Design Systems: Enterprise UX, UX Architecture, Design Systems, UX Guidelines, Interaction Patterns, Responsive Design, Accessibility (WCAG), Usability Heuristics

UX Leadership & Team Management: UX Team Management, Design Leadership, Team Mentoring, Work Allocation, Priority Setting, Design Reviews, Performance Feedback, Stakeholder Management, Cross-functional Collaboration, Requirement Analysis, Client Communication

Tools: Figma, Adobe XD, Adobe Photoshop, Adobe Illustrator, Miro

Front-End: HTML5, CSS3

PROFESSIONAL EXPERIENCE

Senior UX Lead

Platform 3 Solutions | Feb 2019 – Present

- Lead end-to-end UX strategy and product design for enterprise data management and storage platforms, translating complex business requirements and technical constraints into intuitive and scalable user experiences.
- Collaborate with Project Managers, Business Analysts, Product Owners, Engineering teams, QA, and stakeholders to understand business objectives, analyze use cases, define requirements, and develop effective UX solutions.
- Design complex user flows, information architectures, wireframes, high-fidelity mockups, and interactive prototypes for enterprise workflows and data management capabilities.

- Design UX solutions for complex product areas including data archival, data storage, ingestion, migration, data rehydration, search, alerts, and administration workflows.
 - Define and evolve UX guidelines, design systems, interaction patterns, and reusable UI patterns to improve consistency, usability, and scalability across the product suite.
 - Conduct design reviews, usability evaluations, and implementation reviews to identify usability issues, validate design decisions, ensure design consistency, and maintain implementation fidelity in collaboration with engineering teams.
 - Conduct competitive analysis and product research to identify industry best practices, usability improvements, and opportunities for new or enhanced product capabilities.
 - Manage, lead, and develop UX designers, overseeing work allocation and priorities, reviewing design quality, providing ongoing feedback and performance guidance, and supporting individual growth while ensuring consistent UX standards and timely delivery.
 - Facilitate UX reviews, stakeholder demonstrations, design walkthroughs, and solutioning sessions, collaborating with engineering teams throughout the product lifecycle to ensure UX solutions are aligned with user needs, business objectives, technical feasibility, accessibility, responsiveness, and scalability.
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Senior UI (UX) Developer

Onward Technologies | Oct 2018 – Jan 2019

- Supported the **UI team** on ongoing application development activities, providing design reviews, UX feedback, and recommendations to improve user flows and interface consistency.
 - Reviewed existing user flows and UI screens, identifying **usability issues, workflow gaps, and design inconsistencies**, and recommended improvements.
 - Collaborated with the UI team and project stakeholders to refine **user flows, layouts, and interaction patterns** based on evolving requirements.
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Senior UI/UX Developer

Newt Global | Sep 2017 – Oct 2018

- Contributed to the UX revamp of IVAPP, a Verizon enterprise application, focusing on improving usability, workflows, information presentation, and overall user experience.
- Collaborated with Project Managers, business stakeholders, engineering teams, QA, and Verizon stakeholders to understand existing application workflows, business requirements, and user needs.
- Analyzed existing workflows and translated requirements into user journeys, information structures, wireframes, high-fidelity mockups, and interactive prototypes.
- Designed and refined complex telecom workflows and enterprise interfaces, following Verizon's design standards and accessibility requirements.
- Reviewed implemented screens against approved UX designs and requirements, identifying usability issues, UI inconsistencies, and design gaps, and worked with engineering teams to resolve them.
- Conducted competitive analysis and UX evaluations to identify industry best practices and opportunities to improve the application's workflows and user experience.

- Participated in UX reviews, stakeholder demonstrations, and design walkthroughs, and provided design guidance and mentoring to UX team members.
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Senior UI (UX) Developer

Onward Group of Companies (Onward eServices & Technologies) | May 2010 – Sep 2017

- Designed responsive and accessible websites and web application interfaces, applying user-centered design principles, usability standards, and responsive design practices.
- Translated business and client requirements into user flows, wireframes, UI designs, layouts, and interactive web experiences in collaboration with Project Managers and team leads.
- Designed interfaces for Tamil Nadu government projects including LFAD, DISH, and Election Commission web application, following accessibility, usability, and compliance requirements.
- Participated in client discussions and requirement-gathering workshops, understanding business needs and translating them into practical and user-friendly design solutions.
- Developed interactive web interfaces using HTML, CSS, JavaScript, and jQuery, providing a strong understanding of front-end implementation and technical feasibility.
- Designed and developed websites using WordPress, with a focus on responsiveness, usability, accessibility, visual consistency, and overall user experience.

PORTFOLIO

<https://www.behance.net/danielkumar25>

Selected UX case studies covering **enterprise applications, complex workflows, data management, UX architecture, design systems, and user-centered product design.**

EDUCATION

M.Sc. — Alagappa University | 2025 – 2027

B.Sc. — Alagappa University, Chennai | 2022 – 2025

B.M.S. — ISBM | 2014 – 2017

M.M.V. (Master in Multimedia Visualizer) — Apollo Colleges Group | 2008 – 2009