

Ravi Kumar K

Senior UX/UI Designer · Tokyo, Japan

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Senior UX/UI Designer with 15+ years of experience delivering end-to-end enterprise SaaS, web, and mobile digital products, specialized in AI-enabled features, high-stakes workflows, and 0-1 product design. Skilled at transforming complex business requirements into intuitive, high-impact digital experiences. Expert across user research, ideation, information architecture, UI and visual design, prototyping, usability testing, analytics, and branding.

Experience

ATMECS Global Inc · Senior UI/UX Engineer

Bangalore · Jun 2023 – Dec 2023 | Tokyo · Jan 2024 – Present

At ATMECS, partnered with a global Smart Infrastructure leader to deliver intelligent building and energy management solutions. As UX Lead for automation, directed end-to-end design strategy and execution across the product lifecycle:

- Defined the product UX vision and mentored designers to maintain high craft and execution standards.
- Collaborated with product owners and engineers to convert complex enterprise requirements into scalable user flows.
- Designed wireframes, high-fidelity interfaces, and interactive prototypes for mission-critical workflows.
- Executed early heuristic evaluations across core features, cutting development time and costs by 12%.
- Reduced site and device configuration time by 28%, lifting overall task efficiency by 22%.
- Improved field engineer productivity by 32% and reduced total man-hours by 23%.
- Elevated user satisfaction by 34% across the enterprise IoT platform suite.

EF, Education First · Lead UX/UI Designer

Bangalore · Nov 2015 – May 2023

EF Education First (EF) is a global education company operating 500+ schools and offices across 50+ countries. As Lead UI/UX Designer, directed end-to-end design strategy for international web and mobile platforms:

- Established the product design vision and mentored a high-performing team to maintain scalable design consistency across global products.
- Directed user research, stakeholder interviews, and usability testing to convert complex user workflows into intuitive digital experiences.
- Designed scalable information architecture, wireframes, and high-fidelity interactive prototypes for responsive mobile and web platforms.
- Collaborated closely with product managers and engineers to prioritize backlogs and safeguard design quality through launch.
- Led UI/UX localization and platform rollouts for 7 flagship products across 50+ international markets.
- Lifted website traffic by 36%, click-through rates by 18%, and lead conversions by 10%.
- Doubled user time on page (+100%) and lowered bounce rates by 40% through accessible, user-centered navigation design.

Skillset

Tools & Languages

Figma · Sketch
Zeplin · InVision
Maze · Notion
Spline · Webflow
Wix Studio
Adobe CC (PS AI AE XD)
Bynder · SFMC
PowerPoint
Keynote
HTML/CSS
Claude · Lovable
Antigravity

Capabilities

0→1 Product Design
Gen AI & Automation
User Research & Testing
Information Architecture
Wireframing &
Prototyping
Design Systems
Interaction Design
Accessibility & Inclusivity
Visual design & Identity
Print media
Agile/Scrum process
Mentorship & Training
Digital asset management
CMS
SFMC

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Experience (Cont.)

EF, Education First · Graphic Designer

Bangalore · Aug 2015 – Oct 2015

- Built scalable visual design systems and owned brand identity across 50+ global touchpoints.
- Art-directed international campaigns that increased social engagement by 2×.
- Boosted Google Ads lead conversions by up to 30% through iterative landing page UX enhancements.
- Delivered localized social and digital assets across 40+ languages.
- Administered the digital asset management (DAM) platform, overseeing asset libraries, taxonomy, metadata, user permissions, and access roles.
- Built and localized responsive email templates across 50+ global markets in Salesforce Marketing Cloud (SFMC).

EF, Education First · Junior Graphic Designer

Bangalore · May 2013 – Jul 2015

- Localized campaign landing pages across 40+ languages in collaboration with marketing teams, ensuring complete brand consistency.
- Designed modular landing page components, custom illustrations, and iconography to establish visual direction across campaigns.
- Developed multi-channel digital marketing creatives, including Google Ads, HTML banner ads, GIFs, and social media assets.
- Produced high-impact print collateral, including marketing brochures, flyers, sales letters, and promotional posters.

Tamagna Technologies · Web & Graphic Designer

Bangalore · Jan 2011 – Apr 2013

- Developed responsive, standards-compliant websites with clean HTML, CSS, and JavaScript.
- Established cohesive brand identities and designed high-quality print and digital collateral.
- Created interactive After Effects/Flash animations, video ads, and web banners that boosted engagement.
- Led end-to-end project lifecycles—spanning concept design, development, stakeholder reviews, deployment, and post-launch iterations.

Education & Certification

Bachelor of Commerce

Bangalore University
2005 – 2007

Bachelor of Fine Arts

KSOU, Mysore
2011 – 2013

Master of Fine Arts

KSOU, Mysore
2014 – 2015

AI Advance Academy

Udemy, Sutherland
2025

Advanced Certification in UI/UX Design

IIIT-Bangalore
2024 – 2025

Information Architecture Fundamentals

Udemy
2024