

ANSHULA KUMAR

Senior Product Designer | Design Systems | Complex Product Experiences | Multi-Market Platforms

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SUMMARY

Senior Product Designer with over twelve years of experience designing products that hold up under real complexity, across enterprise operations platforms, fintech, retail, and consumer telecom. Most recently led design for a role-based operations platform at Securitas, building a design system from the ground up and shaping how frontline and management users made decisions from dense operational data. Earlier, spent nearly two years embedded full-time on the H&M account through frog Design and Capgemini Invent, designing discovery experiences that connected digital browsing with in-store inventory across four European markets. Comfortable owning a design problem from early research through shipped product, and equally comfortable building the systems and patterns that let a team ship consistently at scale. Increasingly working with AI-assisted tools as part of the day-to-day design process, from research synthesis to prototyping.

SKILLS

- **Product and Interaction Design:**End-to-end product design, interaction design, information architecture, high-fidelity prototyping, responsive web and mobile UX
- **Design Systems:**Figma (component libraries, auto layout, variables, Dev Mode), token-based foundations, MUI, RBAC-aware components, governance and documentation, WCAG 2.2 accessibility
- **Research and Validation:**User interviews, usability testing, discovery research, journey mapping, hypothesis validation, behavioural analysis
- **Strategy and Analytics:**Problem framing, experimentation and A/B testing, funnel analysis, Amplitude, Mixpanel, Hotjar, UserZoom, Userlytics
- **AI-Enabled Design:** AI-assisted workflows, Figma AI, prompt-driven prototyping, applying AI tools to research synthesis and rapid iteration
- **Collaboration and Leadership:**Product Owner collaboration, developer partnership, client and stakeholder alignment, workshop facilitation, co-creation, design critique, mentorship, cross-functional decision-making
- **Tools:** Figma, FigJam, Miro, Amplitude, Mixpanel, Hotjar, UserZoom, Userlytics, Jira, Linear, Adobe XD, HTML/CSS basics

WORK EXPERIENCE

Senior UX Designer, Product and Strategy

Securitas AB, Sweden | 08/2024 – 03/2026

Led end-to-end design for a role-based operations platform used across 50+ markets, setting design direction and building the design system that underpinned it.

- Designed AI-assisted workflows that surfaced security operational deviations and helped users understand what required attention and what action to take next.
- Shaped role-based KPI and reporting experiences through user research, prototype testing, stakeholder co-creation, and iterative validation, improving operational decision accuracy by 40%.
- Worked closely with product and engineering to determine how system-generated insights should be presented, balancing technical constraints with the need for users to understand and act on the information confidently.
- Reframed Asset Tracking from a lookup tool into a real-time operational view, defining information hierarchy, interaction states, and prioritisation patterns that helped teams identify overdue or at-risk assets 15% faster.
- Created reusable dashboard and KPI patterns that worked across different user roles while maintaining consistency across markets.
- Shared early concepts and prototypes with users, product, and engineering to test direction before moving into high-fidelity design.

Design System and Platform Leadership

- Built a MUI-based design system from the ground up, replacing fragmented UI patterns with reusable, accessible components and reducing design-to-development iteration time by roughly 30%.
- Partnered closely with frontend engineers to define component behaviour, reusable interaction patterns, technical constraints, and implementation standards.
- Established design guidelines and promoted recurring interaction surfaces into design-system components, keeping the experience coherent across verticals and markets.
- Embedded WCAG 2.2 accessibility into design-system components and interaction standards.

Senior Product Designer, Consultant

Alva Labs AB, Sweden | 03/2024 – 07/2024 (fixed-term contract)

Worked across product, data science, and behavioural psychology to evolve a data-heavy product from list-based evaluation toward clearer decision-support experiences.

- Redesigned shortlist and candidate-insight workflows through research, interaction design, and usability testing, improving recruiter efficiency by 27%.
- Translated complex psychometric and ML-generated assessment data into clear, actionable product experiences that supported real-world hiring decisions.
- Ran rapid discovery cycles through user research, prototype testing, and close collaboration with psychologists and data scientists, reducing iteration time by roughly 30%.

Senior Product Design Consultant

CGI, Sweden | 08/2023 – 03/2024

Led UX and product design across technically complex enterprise and public-sector engagements.

- Led the RFP proposal and design concept for SAAB's Virtual Data Centre Management Interface, developing usability and accessibility improvements as part of a competitive pitch.
- Led UX strategy and developed experience-led proposals and RFP materials that secured SEK 750K in new project revenue.
- Embedded structured UX methodologies across distributed client teams, increasing stakeholder engagement by 12%.

Senior User Experience Designer, Strategy

frog Design (part of Capgemini Invent), Sweden | 08/2021 – 07/2023

Contributed to studio-level strategy and pre-sales work, and was embedded full-time on the H&M account for nearly two years.

- Contributed to pre-sales strategy and RFP development, supporting a 20% increase in project acquisition through experience-led proposals.
- Established mentorship and knowledge-sharing practices that strengthened design capability and delivery consistency across studios.

Client: H&M, Omnichannel Product Strategy

Defined omnichannel product opportunities connecting digital discovery, inventory, and store operations across four European markets.

- Mapped customer and operational journeys across digital and physical touchpoints to identify experience gaps and define product opportunities connecting online discovery, inventory, and in-store interactions.
- Led user research and interaction design for Locate in Store, reducing product search time by 25% and helping customers move more efficiently from digital discovery to in-store purchase.
- Built experimentation metrics and decision frameworks that cut pilot-to-deployment time by 40%, enabling teams to assess and scale high-potential retail concepts more quickly.
- Prototyped future retail concepts involving RFID, smart tags, and store automation to improve inventory accuracy and enable smarter fulfilment.

Senior Product Designer

Rebtel AB, Sweden | 02/2019 – 08/2021

Owned end-to-end product design across multiple product verticals within a single consumer app, spanning international calling and cross-border remittance in 20+ markets on web, iOS, and Android.

- Took the remittance product from concept to launch, leading research, interaction design, onboarding, identity verification, and transaction flows across web and mobile.
- Simplified self-service journeys around identity, pricing, transaction status, and money movement so users could understand what was happening at each step and act with confidence.
- Redesigned onboarding, contact discovery, and key conversion flows, improving first-use activation and increasing user retention by 20% through iterative testing and behavioural insights.
- Reworked pricing architecture into a transparent comparison framework, reducing cognitive load and improving purchase decision-making.

Lead User Experience Designer

Addressya AB, Sweden | 10/2018 – 02/2019

Led UX initiatives supporting rapid product validation and growth-stage scaling.

- Shortened approval cycles by 40% through rapid prototyping and early stakeholder validation.
- Delivered three research-led UX initiatives aligned with company growth objectives.

User Experience Designer

Samtrygg AB, Sweden | 01/2018 – 06/2018

Redesigned core digital journeys for a rental marketplace platform to address onboarding and conversion friction.

- Reduced registration drop-offs by 30% through usability testing and iterative flow optimisation.
- Increased onboarding comprehension by 50% by simplifying structure, hierarchy, and interaction flow.

Earlier Experience (2010–2017)

Delivered product design, UX research, and interaction design across fintech (Digit Insurance), consumer (Zomato), insurance, and digital-service products. Led small design teams while remaining hands-on from research through shipped product delivery.

- Role: UX Consultant (Freelance), Company: N/A, Location: India
- Role: Design Manager, Company: Addictive Media, Location: India
- Role: Communication and UX Strategist, Company: The Energy and Resources Institute, Location: India
- Role: Product Designer and UX Researcher, Company: Onio Design, Location: India

EDUCATION

- Master of Arts in Design Management, De Montfort University, United Kingdom, 2012–2013
- Bachelor of Design in Product Design, Symbiosis Institute of Design, India, 2007–2011

CERTIFICATIONS

- AI for Designers, Interaction Design Foundation, 01/2024
- Navigating AI Ethical Challenges and Risks, Skillsoft, 09/2023
- How to Design for Accessibility (WCAG 2.2), Udemy, 11/2023
- Human-Centred Design for Inclusive Innovations, University of Toronto, 03/2023
- Behavioral Science in Organisation, BeSci, 07/2022