



# HEMANTH K K

## UX/UI Designer

### CONTACT

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#### Email

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#### Address

Bangalore, India

### PORTFOLIO

[behance.net/hemantkk](https://behance.net/hemantkk)

[hemantkk.me](https://hemantkk.me)

### LINKED IN

[www.linkedin.com/in/hemant-kk/](https://www.linkedin.com/in/hemant-kk/)

### CORE SKILLS

Design System

Prototyping

Interaction Design

Information Architecture

Design Prompt Engineering

Responsive Design

Figma Variables

Cross-functional Team

User Research & Testing

### PROFESSIONAL SUMMARY

Senior UX/UI Designer with a proven track record of delivering pharma digital products, scalable design systems, and high-conversion e-commerce and mobile applications. Expert in Figma (Variables, Auto Layout, Dev Mode, Component Libraries) and the end-to-end design lifecycle — from user research and usability testing to high-fidelity prototyping and developer handoff. Recognized for leading design system migrations,

### CORE COMPETENCIES

- **Design Leadership:** Design System Management, Figma Variables, Stakeholder Collaboration.
- **UX Research:** Behavioral Research, User Journey Mapping, Field Testing, Personas.
- **Interaction Design:** Information Architecture, Low/High Fidelity Wireframing, Rapid Prototyping.
- **Specialized Skills:** Mobile-First Design, Design Prompt Engineering (AI), Responsive Adaptation.

### PROFESSIONAL EXPERIENCE

#### Senior UX/UI Designer | Epsilon, Bengaluru

January 2022 – February 2026

- Designed and shipped 4 US pharma brand landing pages (Krystexxa, Ravicti, Uplina, Tepezza) in Figma using Auto Layout and reusable component libraries — reducing time-to-launch by ~35% per cycle
- Built and maintained a scalable design system using Figma Variables and design tokens, standardising UI components across 6+ digital properties for Horizon Pharma
- Led ecosystem redesigns of Horizon Pharma product websites through heuristic evaluation and usability testing — improving WCAG 2.1 accessibility compliance and
- Streamlined developer handoff using Figma Dev Mode and annotated component specs, cutting design-to-development revision cycles across Agile cross-function-

#### UI/UX Design Consultant | Datamatics, Bengaluru

May 2022 – January 2023

- Served as a dedicated UI/UX Design Consultant for Epsilon, translating complex data and marketing technology requirements into intuitive, user-centric digital experiences, while collaborating with cross-functional global teams to deliver scalable design solutions aligned with brand and business objectives
- Analyzed user requirements and business goals for Epsilon's digital products, translating them into clear user flows, customer journey maps, and wireframes
- Maintained and expanded design systems, ensuring visual consistency, accessibility, and alignment with brand guidelines across all digital touchpoints

## TECHNICAL TOOLS

Figma

Adobe XD

Design Prompt Engineering

Google Stitch

Adobe Photoshop

Adobe Illustrator

## CERTIFICATIONS

Thriving Mind

Data Basics

AI Trends Explorer

Powering Sustainability

## LANGUAGE

English - (Professional)

Malayalam - (Native)

Kannada - (Conversational)

Hindi - (Conversational)

### UX/UI Designer | Rhyno Media, Kerala

January 2020 – May 2021

- Delivered end-to-end mobile UX for 3 apps — Grozapp (hyperlocal delivery), Treyo School Management, and Bukuk Delivery — from user flow mapping and contextual inquiry to high-fidelity prototypes in Figma and Adobe XD
- Conducted user research (contextual inquiry, persona development, journey mapping) for Treyo School Management, simplifying admin workflows and reducing task
- Built reusable component libraries and icon packs ensuring visual consistency across all mobile platforms, with documented style guides for developer handoff

### UX/UI Designer | Future Group, Bengaluru

March 2018 – October 2019

- Conducted real-time contextual inquiry and field testing at 5+ retail locations to identify friction in the Picker App, translating observations into redesigned interaction flows that reduced order-fulfillment errors
- Designed the Easyday e-commerce app UI and Futurepay Wallet in Figma/Adobe XD — architecting multi-store inventory flows and mobile-first payment UX for 200K+ users

### UI Designer | Hexwhale Technology, Bengaluru

September 2016 – December 2018

- Delivered responsive web and mobile UI solutions for 4 clients (Forcefitness India, Armes Maini, Kawala App, Tavern Hut) across diverse industries
- Conducted interface audits to identify and resolve design inconsistencies, establishing foundational color and typography standards across all client digital assets

### UI Designer | Webbox Developers, Kerala

March 2015 – February 2016

- Applied core design principles — layout, typography, colour theory, visual hierarchy — to produce high-impact digital graphics and brand identity assets aligned

## PORTFOLIO PROJECTS

SmartBasket / Grow+: Full UX case study for a UK multi-supermarket price comparison app — user flows, personas, lo-fi and hi-fi wireframes, dark-theme mobile screens (iPhone 13), design tokens, and CSS component system

TATHASTU Retail Intelligence Dashboard: Data-dense HTML dashboard (teal/navy design system) for offline and online retail channel analytics

## EDUCATION

Bachelor of Computer Applications | Bharathiyar University | July 2013

Higher Secondary Education | Kerala Board of Education | June 2010

Secondary Education | Kerala Board of Education | June 2008