Kapil Batra

Senior Product & UX Designer

+91 96801 43543 · kapilbatrayt@gmail.com · linkedin.com/in/kapil-batra · Portfolio

Professional Summary

Research-driven Product & UX Designer with 6+ years across enterprise SaaS and consumer products. I specialise in Salesforce-based experiences, design systems, usability, and accessibility — turning complex workflows into simple, high-impact products.

I blend analytical rigour with craft, using user insights, data, and AI-assisted research to uncover unmet needs and ship measurable outcomes. At Certinia I improve the UX of enterprise Resource & Project Management products and contribute to the Salesforce Lightning Design System, partnering with UX teams across the UK, Spain, and US. Every decision ties back to business goals — from higher engagement to faster, simpler workflows.

Work Experience

Mar 2022 – Present

UX / Product Designer *(promoted once)*

Metacube Software (Certinia) · Jaipur, India

UX Research · Salesforce SLDS · Collaboration · User Interaction · Usability Testing · Accessibility

- Led 30+ moderated and unmoderated usability tests across enterprise workflows, cutting task-completion errors by ~25% and aligning fixes with product managers, engineers, and visual designers.
- Redesigned the UI/UX of Certinia's Resource & Project Management products on Salesforce and shipped 40+ reusable components and patterns to the Salesforce Lightning Design System (SLDS), cutting design-to-dev handoff time by ~30%.
- Partnered with distributed UX teams across the UK, Spain, and US to build a custom enterprise design system, lifting cross-team design consistency and reducing duplicate work by ~20%.
- Ran research with 50+ users and stakeholders — task-model analysis and workflow definition — translating insights into wireframes and prototypes that measurably reduced friction in complex enterprise flows.
- Applied AI-assisted analysis across hundreds of customer interviews and usage logs to surface hidden patterns and unmet needs, cutting research-synthesis time by ~40% and informing redesigns that boosted engagement.

Aug 2021 – Mar 2022

UI / Product Designer

FirstPrinciples (Holding Company) · Bengaluru, India

Mobile & Web UI Design · Branding · Collaboration · Social Media Posts · Graphic Design

- Designed intuitive, on-brand UIs for 3 mass-market consumer apps (Omni Outreach, SyndicationPro, Rawstream) reaching 100K+ users, ensuring consistency across branding, typography, colour, and layout.
- Created infographics and social-media content that lifted brand engagement by ~35% across platforms.

Oct 2019 – 2021

Freelance Product & UX Designer

Freelance

End-to-End Design · UX Research · Design Systems · AI · User Interviews · UX Audits

- Delivered end-to-end digital experiences across 8+ industries — Automobile (Motorpedia), Education (Mentor Clan, Student Circus), Resource Management (Culture Hint), and Events (Rayna Events, Flashcraft Entertainment).
- Boosted user engagement and retention by up to ~20% through user research, usability testing, and translating insights into intuitive, domain-tailored design solutions.
- Worked directly with clients and stakeholders to align business objectives with user needs via workshops, wireframes, and interactive prototypes.
- Increased Student Circus' average session duration by 73% through a dashboard redesign, gamification, and community features.

Jun 2018 – Sept 2019

Process Executive — Data

Cognizant · Gurugram, India

Copywriting · Keyword Extraction · Data Analysis · SEO

- Optimised search-engine results and designed SMPs that ranked on Google's first page for 20+ target keywords.

Core Skills

UX & Product Design: User-Centered Design, Interaction Design, Information Architecture, Wireframing, Prototyping, Design Thinking, End-to-End Product Design, Workflow Optimisation

Research & Testing: User Research, Usability Testing, User Interviews, Journey Mapping, Task Analysis, Heuristic Evaluation, A/B Testing, UX Audits

Design Systems & Accessibility: Design Systems, Component Libraries, Salesforce Lightning Design System (SLDS), Accessibility (WCAG 2.1 AA), Responsive & Mobile Design

Collaboration & Delivery: Cross-functional Collaboration, Agile / Scrum, Design-to-Dev Handoff, Distributed / Global Teams, Stakeholder Management, Mentoring

Tools & AI: Figma, Framer, Webflow, Salesforce, After Effects, Premiere Pro, Claude, ChatGPT, Gemini, Antigravity

Education & Certifications

2014 – 2018

B.Tech in Computer Science

Poornima College of Engineering

Jun 2023

AI Academy Course

LinkedIn Learning

Jun 2024

Accessibility for Web Design

LinkedIn Learning

Aug 2021

Google UX Design Course

Coursera