

NAVNEET KUMAR

Senior UX Manager | Product & Experience Design Leader

Enterprise UX • Accessibility • Product Strategy • AI-Assisted Design

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SUMMARY

Senior UX Manager with 16+ years of experience leading UX strategy and designing enterprise products across healthcare, banking, logistics, and SaaS. Proven track record of solving complex problems, improving user experiences, and working closely with product, engineering, and business teams to build products that deliver real value. Experienced in leading cross-functional teams, mentoring designers, driving design systems, and delivering accessible, user-centered solutions. I stay hands-on with design while helping shape product direction and business decisions. I also use AI tools to speed up research, ideation, and design workflows without compromising quality.

KEY HIGHLIGHTS

- Increased user engagement by **20%** through UX strategy and virtual care experience optimization for healthcare initiatives at BCBSMA.
- Redesigned Find a Provider and My-Blue member dashboard experiences, simplifying healthcare navigation and improving care discovery workflows, contributing to a **22% increase** in member engagement and conversion rates.
- Reduced logistics workflow completion time from **3 days to under 1 day** by redesigning Proof of Delivery (POD) operational experiences and streamlining task flows.
- Improved freight task completion by **18%** and engagement conversions by **23%** through workflow optimization and product usability enhancements at Kobo360.
- Led the creation of scalable design systems across logistics platforms, improving design consistency, reducing design inefficiencies, and accelerating cross-team collaboration.
- Enhanced operational efficiency by **25%** and improved real-time data accuracy by **30%** for enterprise logistics tracking solutions supporting large-scale operational workflows.
- Supported startup product growth initiatives contributing to successful **\$500K funding outcomes** through UX strategy, product experience improvements, and user-centered design enhancements.

CORE EXPERTISE

Product & UX Strategy

UX Strategy, Product Thinking, Service Design, Information Architecture, Design Systems, User-Centered Design (UCD)

Research & Accessibility

User Research, Usability Testing, Journey Mapping, Personas, WCAG 2.1 AA, ADA Compliance, Section 508 Accessibility

Leadership & Collaboration

Stakeholder Management, Cross-functional Collaboration, Workshop Facilitation, Agile & Scrum Methodologies, Mentorship, Design Leadership

AI-Enhanced Workflows

AI-assisted Ideation, Prompt Experimentation, Research Synthesis, Rapid Prototyping, AI-enhanced UX Exploration

Design & Prototyping Tools

Figma, Adobe XD, Miro, ChatGPT, Gemini, Stitch, Uizard

Front-End & Responsive Design

HTML5, CSS3, Responsive Design, Accessibility Audits

WORK EXPERIENCE

Senior UX Manager / Lead UX Designer | Blue Cross Blue Shields of MA (BCBSMA)

Jun 2022 - Present

Lead UX strategy and product design for enterprise healthcare platforms serving millions of members. Partner with product, engineering, and business leaders to define product direction, improve customer experiences, and deliver scalable, accessible solutions. Mentor designers, drive UX best practices, and remain hands-on in delivering high-impact user experiences.

- Led UX strategy for Virtual Primary Care initiatives, partnering with cross-functional teams to improve member experiences and increase user engagement by 20%.
- Led cross-functional teams in redesigning the Find a Provider and MyBlue member experiences, simplifying healthcare navigation and increasing member engagement by 22%.
- Led service design workshops and mapped end-to-end member journeys to identify opportunities, align stakeholders, and improve healthcare experiences across digital and operational touchpoints.
- Designed and Led scalable care navigation and provider search experiences supporting mental health, diabetes, reproductive health, and primary care discovery workflows.
- Partnered with product, engineering, and business leaders to define product roadmaps, prioritize user needs, and drive scalable design system initiatives across multiple healthcare products.
- Collaborated with product managers, stakeholders, developers, and Agile teams to define product roadmaps, refine workflows, and contribute to scalable **Design System** initiatives.
- Championed accessibility and inclusive design by ensuring healthcare products met WCAG 2.1 AA and ADA standards, improving usability for all members while supporting compliance goals.

Lead UX/Product Designer | KOBO360

Jun 2021 – May 2022

Led UX strategy and product experience design for logistics and freight management platforms, driving operational efficiency across web and mobile experiences. Collaborated closely with leadership, product teams, and engineering stakeholders to optimize logistics workflows, scalability, and user engagement.

- Led the creation of scalable **Design Systems** across logistics platforms, improving design consistency and accelerating cross-team collaboration.
- Redesigned the Global Logistics Management System (GLOS), improving freight workflow efficiency and increasing task completion by **18%** and engagement conversions by **23%**.
- Simplified Proof of Delivery (POD) operational workflows and real-time tracking experiences, reducing average task completion time from **3 days to under 1 day**.
- Partnered with the CTO, VP, and Product Managers to align UX initiatives with business goals, operational requirements, and long-term product strategy.
- Led and mentored a team of **4 designers** and **2 developers**, facilitating Agile collaboration, workflow planning, and design execution across multiple initiatives.
- Conducted user research and usability testing to optimize logistics workflows and improve operational usability across mobile and web product experiences.

Sr. Software Engineer (UX/Product Design) | Buck

Jun 2019 – May 2021

Led UX and accessibility initiatives for enterprise banking, insurance, and employee experience platforms, partnering with cross-functional teams to deliver scalable, user-centered digital experiences. Contributed to product strategy, accessibility compliance, responsive design systems, and front-end experience optimization for global clients.

- Led accessibility initiatives aligned with **WCAG 2.1 AA** and **Section 508** standards, improving inclusive user experiences across enterprise digital platforms.
- Implemented branding and accessibility best practices for **TD Bank**, enhancing usability, consistency, and accessibility across customer-facing experiences.
- Redesigned onboarding experiences for **BNY Mellon's** internal pension platform, improving usability, accessibility, and employee workflow efficiency.
- Collaborated with product managers, developers, and stakeholders to align UX solutions with business objectives, accessibility requirements, and user needs.
- Established user-centered design (UCD) workflows across web and mobile initiatives, integrating research, usability testing, wireframing, and prototyping into product delivery processes.
- Created interactive prototypes and responsive front-end experiences to support stakeholder presentations, usability validation, and iterative product improvements.

Principal UX Designer | SN Soft Solutions

Jan 2014 – May 2019

Led UX strategy, product design, and responsive web experiences for enterprise clients across logistics, hospitality, and digital product ecosystems. Managed cross-functional collaboration and contributed to scalable product experiences, operational workflows, and user-centered design initiatives.

- Contributed to the design and optimization of **Panasonic Pro** logistics tracking platforms, improving operational efficiency by **25%** and

increasing real-time data accuracy by **30%**.

- Led end-to-end UX design for web and mobile applications, introducing user-centered design workflows that reduced project delivery timelines by **25%** and improved team efficiency.
- Collaborated with product managers and engineering teams to improve product usability, resulting in a **15% increase** in task completion and positive user feedback.
- Developed wireframes, interactive prototypes, and responsive product experiences to support usability testing, stakeholder reviews, and iterative product enhancements.
- Managed and mentored a cross-functional development team while contributing to product direction, dashboard experiences, onboarding flows, and design consistency across platforms.

Web Designer | Unit Infotech Pvt Ltd

Jun 2010 – Oct 2013

Contributed to responsive website design, front-end development, and user interface improvements for web-based platforms and internal digital initiatives.

- Designed wireframes, visual mockups, and interactive prototypes to support responsive web experiences and user-centered design solutions.
- Collaborated on website redesign initiatives, including front-end implementation, UI enhancements, maintenance, and usability improvements across existing digital platforms.

EDUCATION

Bachelor of Technology (B. Tech)

Punjab Technical University

Graduated in 2009

CERTIFICATIONS

- **Generative AI for UI UX Design** — Coursera | 2026
Specialized in AI-assisted UX workflows, prompt engineering, rapid prototyping, usability optimization, and AI-driven design exploration.
- **Google UX Design Professional Certificate** — Coursera | 2026
Covered end-to-end UX process including research, ideation, wireframing, prototyping, usability testing, and AI-assisted job readiness workflows.
- **Diploma in HTML, CSS, Adobe Photoshop** — Morph Academy | 2010