



Harsh Kumar

Lead Service Designer | Product Developer

- Service Design
- Product Development
- UX Research
- UX/UI Design
- AI Design/Dev
- VR/AR
- Industrial Design

Education

- Savannah College of Art and Design
BA Industrial Design 2011 - 2015
- Royal College of Art - London, UK
MA Service Design 2016 - 2018

Selected Impact

- Redesigned and shipped ~84 complex enterprise modules as the sole designer on a fintech platform.
- Helped protect ~\$7.3M in monthly recurring revenue by leading the research and service-design strategy that changed a high-risk customer migration decision.
- Helped redirect an executive-level Whole Offer strategy through 10 cross-portfolio workshops.
- Led 25+ executive-sponsored workshops aligning teams on strategy, ownership, and delivery.
- Built a UX research lab, trained its successor to run it, and engaged 200+ participants.
- Defined and scaled an enterprise design system from ~80 to ~145 components across 18 teams.
- Aligned a divided leadership team around a future-state service blueprint spanning ~8 portfolios.
- Defined and validated a human + agent operating model for airline operations grounded in field evidence, source traceability, and human oversight.
- Architected 10+ cross-organization product and service systems, both customer-facing and internal.

Experience

- Boeing (Jeppesen / ForeFlight)** 2022 - 2026

Lead Service Designer

Led research, service design, and product strategy across aviation products, airline operations, MRO, and consulting engagements in a safety-critical, regulated environment. Worked from frontline research through executive alignment, turning field evidence and system constraints into product direction, service models, workflow diagrams, architecture maps and delivery plans.

Leadership & Delivery

- Established and embedded service design practices within CX, giving teams shared methods, artifacts, and workflows while mentoring junior designers and directing their project work and design quality.
- Aligned executive, cross-functional, and frontline teams around current issues and future direction, connecting product, engineering, consulting, sales, operations, and business stakeholders.
- Designed and facilitated workshops that surfaced dependencies, reduced ambiguity, and ended with agreed priorities, owners, and next steps.
- Defined future-state workflows, service models, operating approaches, and roadmaps that better aligned product, consulting, sales, and operations.
- Connected customer workflows and unmet needs to product capabilities, helping product, consulting, and sales teams shape stronger offerings and go-to-market approaches.
- Led end-to-end research with pilots, dispatchers, airline operations teams, enterprise customers, and internal stakeholders through interviews, shadowing, workflow walkthroughs, and operational analysis.
- Turned research into journey maps, service blueprints, and system artifacts that exposed dependencies, service gaps, and workflow breakdowns, then translated the findings into prioritized improvements adopted by product and consulting teams.
- Partnered with product managers, engineers, architects, and business stakeholders to ensure proposed solutions were feasible within regulatory, governance, risk, and safety-critical constraints.

Business Impact

- Expanded service design across product teams and strategic initiatives, leading to repeat engagements, stronger executive visibility, participation in executive-level discussions, and clearer measures of design and research value.
- Led a 5-day AI strategy sprint for a major airline operator, reframing operations around a human + agent operating model and defining a validated direction for future workflows and products.
- Led the synthesis and workshop that reframed a forced migration into a phased approach, helping protect ~\$7.3M/month in recurring revenue.
- Led ~10 cross-portfolio workshops with 30-50 stakeholders each to pressure-test a Whole Offer commercial model, surfacing evidence that informed a leadership decision to change course.
- Contributed to measurable CX improvement across the FlightDeck portfolio, with CSAT rising from -18 to +42 on a -100 to +100 scale across 20+ products over ~18 months.

Senior service and product designer with over a decade across aviation and fintech. I lead research, service design, and product strategy in complex, regulated environments, and stay hands-on through delivery—turning messy operations into clear product direction, aligned teams, and solutions that ship.

Contact

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STRATEGY & LEADERSHIP

- Service Design
- Product & Design Strategy
- Workshop Facilitation
- Stakeholder Alignment
- Roadmapping
- Design Systems

RESEARCH & SERVICE DESIGN

- UX Research
- Research Operations
- Field Research
- Journey Mapping
- Service Blueprinting
- Workflow Analysis
- Research Planning
- Interviewing & Moderation
- Usability Testing
- Research Synthesis

PRODUCT DESIGN & DELIVERY

- UX / Product Design
- Interaction Design
- Information Architecture
- User Flows
- Wireframing & Prototyping
- Business Rules & User Stories
- Accessibility / ADA
- Cross-Functional Delivery

AI & PROTOTYPING

AI-Assisted Research & Synthesis
AI-Supported Discovery
Agentic Workflow Design
Human-Centered AI
Conversational UX
Prompt Design
Functional Prototyping
Workflow Automation

PLATFORMS & TOOLS

Figma / FigJam / Figma Make
Dovetail / Condens
UserTesting / Maze
Miro
Jira / Confluence
Axure
Adobe Creative Suite
Cursor / GitHub Copilot
ChatGPT / Claude / Gemini
Supabase / Vercel
Webflow / Framer
Unreal Engine
Unity / C#
SolidWorks / Rhino 3D
KeySho

2018 - 2022

• Fiserv

Senior UX Designer

Worked as a senior UX designer across enterprise fintech products in a large, acquisition-heavy organization spanning payments, processing, risk, compliance, and account management. Owned major workstreams across the full product lifecycle—research and direction through delivery, testing, and launch—partnering with product, engineering, QA, security, and leadership to improve usability, consistency, and product quality. Also founded and built a UX usability lab and research practice that expanded research capability and brought customers directly into product decisions.

Leadership & Delivery

- Initiated and established a UX usability studio and research lab, creating a dedicated process for customer research, usability testing, and cross-team collaboration.
- Brought 200+ research participants through the studio and partnered with 12 customer organizations.
- Owned design direction for Client Central, Accurate, and iLendX, while contributing to broader initiatives across Clover, Zelle, OnDot, and ATM services.
- On Client Central, redesigned ~84 complex enterprise modules to production and reconstructed two decades of undocumented business rules engineering relied on as its source of truth.
- Wrote user stories, acceptance criteria, and business rules, recommended backlog priorities, and signed off design and functionality before each release.
- Presented concepts and recommendations to stakeholders, customers, and senior leadership to build alignment and support product decisions.
- Defined and governed an enterprise design system—component specs, tokens, states, and behavior engineers built from—scaling it from ~80 to ~145 components across 18 teams, with ADA governance.
- Owned UX workstreams across multiple enterprise products, from research and wireframing through prototyping, delivery, testing, and launch.
- Worked closely with product, engineering, QA, security, and customer stakeholders to deliver production-ready solutions in regulated environments.
- Conducted usability testing, heuristic evaluations, and ADA accessibility audits to identify friction points and improve product quality.

Business Impact

- Expanded the role of UX by establishing the usability studio as a practical resource for product teams, customers, and leadership.
- Increased adoption of design-led practices across business units through workshops, presentations, and internal consulting.
- Contributed to platforms supporting ~90 million monthly interactions, improving usability at significant scale.
- Brought customer feedback and observed behavior more directly into product decisions.
- Increased consistency across teams through reusable patterns, interface guidance, and shared design approaches.
- Helped improve collaboration between design, product, and engineering through shared frameworks and clearer processes.
- Improved product quality by identifying usability, accessibility, and workflow issues earlier in design and development.
- Built a stronger foundation for service design and more strategic UX work across the organization.

• Blockwala / Bitguard

2017 - 2018

Design Consultant

- Designed wireframes, clickable prototypes, and final visual assets for web and mobile product concepts.
- Contributed to branding work including icons, logos, interface graphics, and supporting marketing materials.
- Worked directly with engineers to hand off assets, clarify screen requirements, and support implementation.
- Applied user testing, storyboarding, journey mapping, and rapid iteration to improve early product concepts.
- Supported physical prototyping and 3D modeling work where needed, including sketching, modeling, and manufacturing-oriented exploration.

• Babbles

2016 - 2017

UX Designer

- Redesigned key parts of the existing app to improve usability, engagement, and early user retention.
- Conducted user and market research to better understand behavior, needs, and opportunity areas.
- Created wireframes and clickable prototypes to test concepts and communicate direction with the team.
- Worked with cross-functional teammates to build a more unified product vision and translate it into design decisions.
- Delivered assets directly to engineers and supported iterative development through testing and refinement.
- Gained experience designing for international users by helping test and adapt concepts across different cultural contexts.