

MUSKAN KUMARI

Product Associate / Product Designer

Product Associate & Product Designer with 3.5+ years of experience in product strategy, user research, wireframing, prototyping, and usability testing. Skilled in translating business requirements into intuitive SaaS products, dashboards, and digital experiences. Experienced in stakeholder collaboration, agile workflows, design systems, and end-to-end product lifecycle execution across CRM, ERP, HRMS, and similar platforms.



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Work Experience

Product Associate at Ameya Innovex Ltd.

Nov 2025 - Present

- Collaborating with cross-functional teams to define product requirements, user flows, and AI-based feature strategies for digital platforms.
- Conducting competitor analysis, market research, and user behavior analysis to support product decisions.
- Coordinating with developers and stakeholders to ensure seamless product execution and timely delivery.
- Participating in sprint planning, product discussions, requirement gathering, and workflow optimization.
- Improving usability and user engagement through iterative design enhancements and feedback implementation.
- Maintaining design consistency through reusable components and scalable design systems.
- Supporting end-to-end product lifecycle from ideation to implementation.

2. Started As a Senior UI/UX Designer:

- Lead UX strategy and interface design for multi-tenant SaaS products including PM, CRM, HRMS, and ERP platforms.
- Define end-to-end product experiences — from research, user flows, and wireframing to high-fidelity UI and developer handoff.
- Designed and implemented scalable design systems to ensure consistency across complex product modules.
- Improved dashboard usability and analytics clarity, enhancing user efficiency and data interpretation.
- Collaborate directly with clients and stakeholders to translate business goals into intuitive digital solutions.
- Contributed to product solutions across industries including warehousing, salon & wellness, real estate, IT services, and healthcare.
- Led the redesign and upgrade of the company website, elevating brand positioning and digital presence.

Senior Graphic and UI/UX Designer at CyberCure Technologies Pvt Ltd.

Dec 2022 - Nov 2025

Senior Graphic & UI/UX Designer | Product Coordination Responsibilities

- Managed product execution across multiple client projects, coordinating with developers, stakeholders, and clients to ensure timely delivery and smooth cross-functional collaboration.
- Designed mobile applications, websites, landing pages, and enterprise dashboards through user research, wireframing, prototyping, and usability testing.
- Created branding, marketing collateral, presentations, video creatives, and digital assets to support business growth and user engagement.
- Built responsive WordPress websites and e-commerce solutions, ensuring usability, performance, and SEO best practices. Also made several e-commerce websites on Shopify.
- Supported digital marketing initiatives through content strategy, social media campaigns, market research, and performance-driven creative execution.
- Led design reviews, task planning, team coordination, and mentoring while bridging communication between business, design, and development teams.

Graphic Design Intern at LPV Weltweit Solutions Pvt. Ltd.

Jun 2021 - Jul 2021

- Created visually captivating posters, festival creatives, and social media ad graphics.
- Organized Art Competitions and chose winners.
- Managed social media platforms, including Instagram, Facebook, and LinkedIn of LPV Weltweit.

Junior UI/UX Designer at Tsunami Studios

Jul 2020 - Aug 2020

- Designed user-friendly and visually appealing UI/UX interfaces using Figma for multiple projects.
- Collaborated with cross-functional teams to meet project requirements and user needs.
- Contributed innovative design concepts during brainstorming and ideation sessions.

Exhibition Administrator at National Museum for Vizara Technologies

Jan 2020 - Feb 2020

- Explored Industry 4.0 Products, including Advanced Manufacturing, Computer Vision, IoT, and AR/VR.
- Presented exhibition products to diverse audiences, including visitors, government officials, and stakeholders.
- Attended the IHSE2020 workshop, gaining insights into digitizing UNESCO World Heritage sites.

Education

B.Sc (h) Computer Science

Mata Sundri College for Women, DU

2017-2020

86.5%

Skills

- Product Strategy
- Product Discovery
- Product Lifecycle Management
- Feature Prioritization
- Requirement Gathering
- Stakeholder Management
- User Research
- UX Design
- Design Systems
- Agile & Scrum
- SaaS Products
- CRM / ERP / HRMS
- Market Research
- Wireframing & Prototyping



and more...

Portfolio link (best viewed in desktop view)

My Portfolio