

# UDHAYAKUMAR V

M.DES STRATEGIC DESIGN MANAGEMENT

I am designer skilled in creating user-centric solutions that drive engagement and business growth. Strong in end-to-end design and cross-functional collaboration.

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## Achievements

Received Multiple Lime Light Awards at Bajaj Health for design innovation and user experience enhancement. Led the Wellness Department at NID

## Skills

Figma, No Code Building, Service Design, System Design, Design Audit, Designing for the Future, Research & Tool Design

## Languages

English, Hindi, Tamil, Telugu and Malayalam

## Total Work Experience : ~3 Years

## Recent

JUN 2023 - PRESENT

### Bajaj Finserv Health Limited

UX Designer • Pune

Stream - SAAS (Lead Designer)

- Creating a digital platform for B2B Using AI to help insurance businesses produce and manage insurance products in a quick and easy manner while also making it simple to construct digital buying journeys for customers.

Diagnostic Labs booking platform

- Improved lab test booking experience and user satisfaction resulting in **lab transactions** increasing from 28k (Jan 23 - Apr 23) to 54k (Jan 24 - Apr 24), a **93% growth in sales**.

Smart Health Report - Data viz

- Pioneered the smart health report, aligning user needs with business goals by making health data accessible, enhancing report understanding, and boosting wellness, engagement, and brand loyalty. This innovation **led to the** creation of a new business verticals - managed care selling personalised health plans.

Health Camp - Service design

- Conducted research to understand challenges in conducting health camps in corporate environments and designed a service tailored to these needs.
- Successfully **served 45k users across 300+ locations**, contributing to continuous growth and improving health outcomes.

Agent Booking Portal

- Redesigned the agent booking portal to enhance user experience, making the process more user-friendly.
- Significantly **reduced the time required for end-to-end booking**, leading to a notable **increase in daily transaction volume**.

## Past

### Railway Design Centre

MAR 2022

Freelance Design Researcher

Ahmedabad

### White Carbon Motors

OCT 2021 - DEC 2021

Freelance Design Strategist

Gandhinagar

### Invest India

JUN 2021 - SEP 2021

Freelance Design Researcher

Azamgarh

### Ajlon Technologies

AUG 2016 - DEC 2017

Embedded Engineer

Chennai