

# ISHA KUMARI

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## EXPERIENCE

### BMW Group X SCADpro - UX Designer and Researcher

USA, March 2024 - May 2024

Designed an Apple Vision Pro (AVP) app for BMW, leveraging AR and VR technologies to create a seamless at-home user experience. The app enhances the car-buying journey by prioritizing key client touchpoints to drive sales and achieve business goals.

- Piloted a 10% increase in revenue and a 20% improvement in marketing spend efficiency by uncovering critical research insights that informed the design development process, enhancing BMW's customer buying experience.
- Conducted extensive XR research, analyzed diverse user scenarios and motivations when purchasing cars, outlined information architecture, created wireframes and high-fidelity prototypes, and facilitated ideation workshops to identify key features.
- Led 5 usability testing with BMW customers, evaluating the app's functionality and user experience under real-world conditions.
- Presented outreach strategies to BMW leadership while collaborating with a 27 stakeholder members, including motion media, film and animation experts, and documented the process to ensure clarity and alignment throughout all development phases.

### Deloitte X SCADpro - UX Designer and Researcher

USA, Sep 2024 - Nov 2024

Developed innovative concepts for Deloitte on how Government Public Services (GPS) can advance 'Phygital' solutions to serve the public good, for citizen of USA by emphasizing on digital transformation and innovation strategy.

- Led comprehensive UX research by identifying distinct 3 user archetypes, creating behavioral maps, and analyzing the complex factors affecting user engagement with public services while identifying key opportunity spaces.
- Developed innovative strategies and frameworks to conceptualize phygital tools and low-fidelity prototypes, blending digital innovation with practical real-world applications in public services, focusing on forward-thinking and scalable concepts.
- Conducted workshops and delivered presentations to align government objectives with cutting-edge phygital concepts, driving collaboration between the Deloitte Future team and the SCAD Design team.

### 200 Club - UX Strategist

USA, Sep 2024 - Nov 2024

Enhanced the brand awareness of The 200 Club's mission through the development of a unique brand proposition and purpose-driven strategies, emphasizing emotional connection to foster sustainable revenue growth and ensure long-term impact.

- Identified key areas for improvement and unmet needs by conducting extensive user research and brand competitive analysis.
- Facilitated a co-creation workshop with the client to enhance brand identity, positioning, and communication, as well as exploring business model innovation to help achieve set objectives and goals.
- Established strategic pillars to sustain an annual revenue of \$2M by reimagining brand architecture and user personas, enhancing member engagement, driving expansion, and aligning with the organization's long-term vision.
- Led and drove a social media strategy targeting a 10% monthly expansion and a 5% monthly increase in donations through a strategic approach to the organization's social media efforts.

### Chemistry, Myntra.com - Associate Designer

India, Oct 2020 - May 2023

Developed an omnichannel experience by creating cohesive product lines and managing Chemistry's brand visuals and social media across mobile and web, enhancing engagement, user retention, and brand profitability through strategic collaborations.

- Delivered in-depth trend analysis and developed cohesive seasonal concepts for SS'21, AW'21, SS'22, and AW'23, aligning with consumer preferences, market demands, emerging trends, and brand handwriting.
- Conducted detailed fit and quality analysis, iterating on body blocks to enhance product usability, comfort, and user satisfaction.
- Contributed to achieving ₹5.32 Cr in GMV and a 37.44% GM% for the brand, with STR growth of Chemistry standing at 100.86%, surpassing Myntra fashion brands' STR growth rate.

### Ajio.com, Reliance Retails - Assistant Design Manager

India, Sep 2018 - Oct 2020

Played a key role in designing for AJIO's private label brand, OutRyt in store collection by generating innovative seasonal concepts aligned with evolving market conditions, consumer preferences, and technological advancements while ensuring practicality and marketability

- Designed for AJIO's private label, OutRyt, leading seasonal concept development and aligning with evolving market trends.
- Led the successful launch of OutRyt by conducting market analysis, defining target audiences, and positioning the brand effectively.
- Delivered innovative designs for womenswear, achieving a 90% adoption rate into buying.
- Collaborated with vendors and cross-functional teams to ensure feasibility, cost efficiency, and strategic alignment.
- Earned an A+ rating for outstanding performance in 2020, recognized for driving innovation and excellence in online retail.

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## SKILLS

**Design:** User research, Contextual inquiry, Ethnography, Survey, Insight synthesis, Competitor analysis, Market analysis, Heuristic evaluation, Information architecture, User persona, Task flows, Journey mapping, Storyboarding, Wireframing, Rapid prototyping, Usability testing, Design systems, Data visualization, Workshop facilitation, Interaction design, Visual design, Design documentation.

**Strengths:** Data-driven design, Project management and execution, Facilitating design critiques.

**Tools:** Figma, Adobe CC (InDesign, Illustrator, Photoshop), Miro, Microsoft office (Excel, Powerpoint), Keynote, Procreate

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## EDUCATION

### Savannah College of Art and Design, USA (2023-2025)

M.A. Design Management

### National Institute of Fashion Technology, India (2013-1017)

B.Des Fashion and Knitwear Design

## CERTIFICATION

### AI Essentials for UX Designers (Ongoing)

LinkedIn Learning

### Design Research and Insight Translation

Lextant Certification