KAPIL JAIN Lead Product Designer

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EXPERIENCE

DP World | Group Senior Product Designer

Bangalore, India   *2023 - Present*

Led multi-disciplinary teams across logistics and design system initiatives, while also driving hands-on design for high-scale digital platforms.

Design System (Lead Initiative)

✦ Led a team of 3 designers to create a unified multi-brand design system, consolidating four fragmented systems into one scalable platform

✦ Conducted systematic audits, identified component gaps, and built a reusable Figma component library using variables and themes

✦ Partnered with engineers to ensure robust and maintainable implementation across diverse product lines

Logistics Platform

✦ Led a cross-functional team of 2 designers in redesigning the shipment booking platform for logistics.dpworld.com

✦ Conducted user interviews and usability testing, addressing key pain points and improving conversion KPIs

✦ Collaborated with PMs and marketing teams to align design goals with business strategy

P&O Ferrymasters

✦ Designed a new freight booking platform tailored to European logistics operations

✦ Simplified complex user journeys and streamlined shipment workflows for enterprise users

H&M Group | Senior Product Designer

Bangalore, India   *2021 - 2023*

Authentication and Loyalty Platform

✦ Designed seamless Sign-In and Sign-Up flows across the web and app for millions of global H&M users

✦ Created end-to-end authentication experiences, balancing security and usability across all digital touchpoints

✦ Delivered stakeholder-aligned, user-tested wireframes and design documentation

Personal Data Portal

✦ Built a GDPR-compliant portal enabling customers to manage personal data across H&M and 7 brands in 100+ markets

✦ Facilitated a 5-day design sprint with legal, privacy, and tech experts to co-create a validated MVP

✦ Led iterative usability testing cycles with real users, driving design refinements for a successful global rollout

Mercedes-Benz R&D | Senior Product Designer

Bangalore, India | Stuttgart, Germany   *2016 - 2021*

Fleet Management Platform

✦ Designed user experiences for Daimler's commercial vehicle software, serving admins, sales reps, dealers, and fleet owners

✦ Led research activities, developed personas, and crafted scalable user journeys and wireframes

SMA4U (Supplier Visualization Tool)

✦ Created a 3D web tool to access Daimler supplier part data in a lightweight, secure format

✦ Reduced transactional delays and improved supplier interaction with real-time part-access

Tata Technologies | Faurecia | Product Designer

Pune, India   *2011 - 2016*

Land Rover Evoque Convertible

✦ Led 7-designer team to deliver the rear door design; awarded "Best Project Team – 2016"

Audi Q5 & Mercedes-Benz S-Class

✦ Delivered component-level design for luxury interiors including dashboards and rear doors

✦ Ensured manufacturing feasibility and collaborated with global automotive partners

ABOUT ME

Lead Product Designer with 13+ years of experience in user-centered digital product design across logistics, automotive, fashion, and retail. Specialises in solving complex problems through strategic design, scalable systems, and cross-functional collaboration. Led high-impact initiatives for global brands like DP World, H&M, Mercedes-Benz, Jaguar Land Rover, and Audi. Aligns business goals with user needs, mentors design teams and drives innovation through storytelling, workshops, and design sprints.

EDUCATION

Design & Innovation for Business Excellence   *2024 - 2025*

Indian Institute of Management (IIM), Indore.

Bachelor of Engineering, Mechanical   *2007 - 2011*

Walchand Institute of Technology

SKILLS

Design Thinking & Strategy:

Design Sprints · Storytelling · Facilitation · Problem Solving

Research & Validation:

User Research Planning · Stakeholder Interviews · User Interviews · Usability Testing · Journey Mapping · A/B Testing · Concept Validation · Heuristic Evaluation

Design Execution:

Information Architecture · User Flows · Wireframing · Interaction Design · Prototyping · Visual Design · Motion Design · Storyboarding

Design Systems:

System Audits & Gap Analysis · Design Tokens · Figma Component Libraries & Variables · Multi-brand Theming · Component Architecture

Tools & Collaboration

Figma · Miro · UserZoom · Jira · Confluence · Illustrator · After Effects ·

AWARDS

✦**Kudos Award,** DP World – *2023*
✦**Bronze Award**, Mercedes-Benz – *2020*
✦**ABCD Award**, Mercedes-Benz – *2018*

UX COMMUNITY

✦**Top 1% Mentor on ADPList,** Mentored designers globally on career growth, portfolios, and design strategy

✦**Founder of Human Centered Designers (India)**, Built a 700+ member Discord community focused on UX, systems thinking, and peer learning