

# Radhika Manoj Kumar

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*As an Architect turned Product Designer, my 6+ year journey spans Dubai, India, UK, and the USA, enriching my approach with a global perspective. My expertise lies in bridging user needs with impactful design solutions.*

## EXPERIENCE

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**Stellar** | AI-based PropTech Startup **Austin, USA**  
**November 2023 – Present**

- Led UX strategy for an AI-driven design tool; refined predictive capabilities for 40% increase in user engagement
- Directed initial prototype creation through agile UX processes, utilizing wireframing and empathy maps to curate design styles; enhanced the AI's spatial and design discernment, paving the way for model advancements
- Forged partnerships with industry experts to enhance AI's spatial and stylistic analysis; boosted accuracy by 30%
- Implemented user testing for the prototype; utilized feedback to refine UX/UI and AI performance

**Pureblak** | Activated Carbon Solutions **Cochin, India**  
**August 2023 – Present**

- Executed a detailed user research strategy, blending usability testing with customer journey mapping for user-centric designs; boosted prototype satisfaction by 30%
- Championed eco-friendly prototyping with Rhino for 3D modelling; merged sustainability and functionality, accelerating market readiness by 20%
- Led a comprehensive visual strategy, covering brand to collateral with Adobe Suite; primed B2C launch

**Heriot Watt University** | Architecture Industry Advisory Board **Dubai, UAE**  
**May 2022 – Present**

- Fused academia with real-world insights; catalyzed a partnership with Dubai Metaverse, escalating tech immersion
- Pioneered industry-linked experiential learning; surged portfolio quality by 25%, aligning with market demands
- Revised curriculum to embed advanced UX/UI principles; lifted student design outcomes to industry par

**Heriot Watt University** | Architecture Design Studio **Dubai, UAE**  
**November 2022 – May 2023**

- Crafted architectural design learning path, incorporating UX principles; lifted students' problem-solving abilities
- Transformed design education with zero-gravity habitat projects; boosted 60 students' prototyping skills
- Launched design charrettes to enhance presentation skills; enhanced students' ability to convey design concepts

**Exotic Home Decor** | Home Renovations **Cochin, India**  
**January 2019 – September 2022**

- Designed an operational management platform, optimizing operational workflows and UI for varied user roles; uplifted revenue by 35% via enhanced end-to-end business efficiencies
- Drove the brand's digital transformation; enhanced website and logo UI, boosting online interactions by 35%
- Blended classic and modern designs in renovations; launched unique furniture, raising client satisfaction by 20%
- Produced a comprehensive brochure showcasing renovation and furniture work; increased client interest by 25%

**RAW-NYC Architects** | Architecture Firm **Dubai, UAE**  
**July 2019 – October 2019**

- Blended hand-drafting and digital renderings for the EXPO 2020 3D model; captivated 197MM+ visitors

## SKILLS

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- **Design:** Sketching, 3D Modelling, Graphic Design, Branding, Data Visualization, Interaction Design, Illustration
- **UX Methods:** User Research, Storyboarding, Personas, Journey Mapping, Wireframing, Prototyping
- **Tools:** Adobe CC, Sketch, Miro, LucidCharts, Figma, Rhinoceros 5, Sketch Up, Axure

## EDUCATION

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**Oxford Brookes University** **Oxford, UK**  
**GPA: 3.7/4.0**  
MArchD Architecture | Research Led Design, May 2022

**Heriot Watt University** **Dubai, UAE**  
**GPA: 3.7/4.0**  
BA(Hons) Architecture, July 2019