



Rahul Kumar Tailor

Design Director
(TCS interactive Delhi Studio)

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About Me

Hi, I'm **Rahul Kumar Tailor** —a UX Consultant, Product Designer, and **Design Director** with **18+ years** of experience in crafting seamless digital experiences. I specialize in user-centered design, UX research, interaction design, and scalable design systems. Leading a team of 75+ designers, I drive innovation by translating complex business challenges into intuitive and visually compelling products. My expertise includes user research, information architecture, wireframing, prototyping, usability testing, and accessibility-driven design. I excel in cross-functional collaboration, working closely with product managers, engineers, and stakeholders to deliver high-impact solutions. Passionate about emerging trends, I stay at the forefront of UX strategy, AI-driven design, and agile methodologies to shape the future of digital products. "You can see my design work on this website and [Behance Profile](#)."

Skills : User-Centered Design , UX Research & Insights, Wireframing & Prototyping, Usability Testing Accessibility & Inclusive Design (WCAG) Visual & Interface Design, Design Ops & Process Optimization, Creative Direction & Quality Governance.

Everything becomes possible when you start—there may be many ways, but choosing the right path matters.

Education

Rajasthan VidyaPeeth(Deemed)University, Udaipur
Post Graduate Diploma in Computer Applications (PGDCA)

Rajasthan University
Bachelor of Science in Biology

Certifications

[Foundations of User Experience \(UX\) Design](#)

an online non-credit course authorized by Google and offered through Coursera

[Javascript Essentials](#)

Understand what is Javascript in it's truest form. Know the basic syntax of Javascript and some hidden quirks in Javascript.how Javascript works, some basic API's.

[Angular - The Complete Guide](#)

Angular 4 complete Guide line by Maximilian Schwarzmüller on Udemy.

“Continuous learning turns milestones into mastery and empowers growth in any situation.”

Skills : Expertise in

- **Design Systems** – Establishing scalable, enterprise-level frameworks.
- **UX Strategy & Research** – Data-driven decision-making for optimal user experiences.
- **Cross-functional Collaboration** – Partnering with Product, Engineering & Business teams.
- **Agile & Lean UX** – Iterative, sprint-based design processes.
- **Scalability & Accessibility** – Building inclusive and high-performance digital solutions

Software/ Tools

- Figma
- Sketch
- Adobe XD
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Page Maker
- Coral Draw
- Figma Prototyping
- InVision
- Axure RP
- Balsamiq
- FigJam
- Storybook
- Zeplin
- Zeroheight

Tools are enablers—not barriers—when fundamentals, concepts, and adaptability are strong.

Work Experience

A continuous journey of learning, growth, and design leadership.

80 +
Projects

100 +
Apps Designed

3 +
Awards Won

- **Tata Consultancy Services(TCS)**

Design Director • Oct 2021 – Present

- **A3logics**

UI/UX Lead Designer • Aug 2010 - Sep 2021

- **Key Solutions**

Senior Graphic & Web Designer • Jan 2009 - Aug 2010

- **Qbit System**

Graphic & Web Designer • June 2007 - Jan 2009

GeM (Government e-marketplace), New Delhi, India

Role : Design Director

Colonial First State (CFS), Sydney, New South Wales, Australia

Role : Design System expert/ UX /UI Lead

Ingram Micro, Irvine, California

Role : Design System expert/ UX /UI Lead

Medtronic (Figo App), Minneapolis, Minnesota United states

Role Ux/UI Lead for Mobile app

Key Projects Highlight

1. *Colonial First State*

2. *Ingram Micro*

Design Led Deliveries

Leading Australian wealth management and investment firm

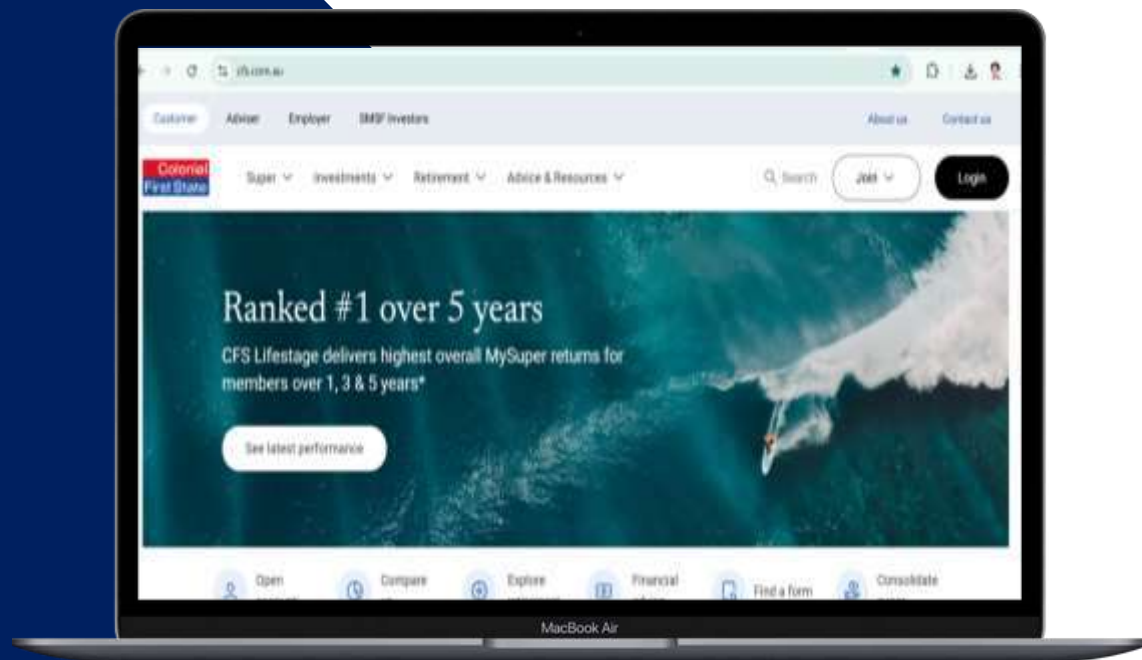
Its digital platform required a comprehensive UX and design overhaul to improve usability, scalability, and consistency across investor portals, financial advisor tools, and mobile applications.

Website Url : <https://www.cfs.com.au/>

Unleash
with CFS



Colonial
First State



The Problem Statement

“How to enhance customer experience by ensuring consistency, familiarity, and accessibility across every touchpoint of CFS’s products and platforms.”

Out comes:

- Better Product Experience
- Faster & Collaborative Workflow
- User-Friendly for All
- Multi-Brand & Multi-Mode Management

Process Followed

- **Research:** Conducted stakeholder discussions, user research, and surveys to understand needs.
- **Analysis:** Identified gaps and developed a scalable Design System for designers and developers.
- **Ideation:** Created tokens, components, wireframes, and prototypes.
- **Testing & Governance:** Defined testing checklists and governance processes to ensure quality before launch.

Client Appreciation Received

Tools are enablers—not barriers—when fundamentals, concepts, and adaptability are strong.

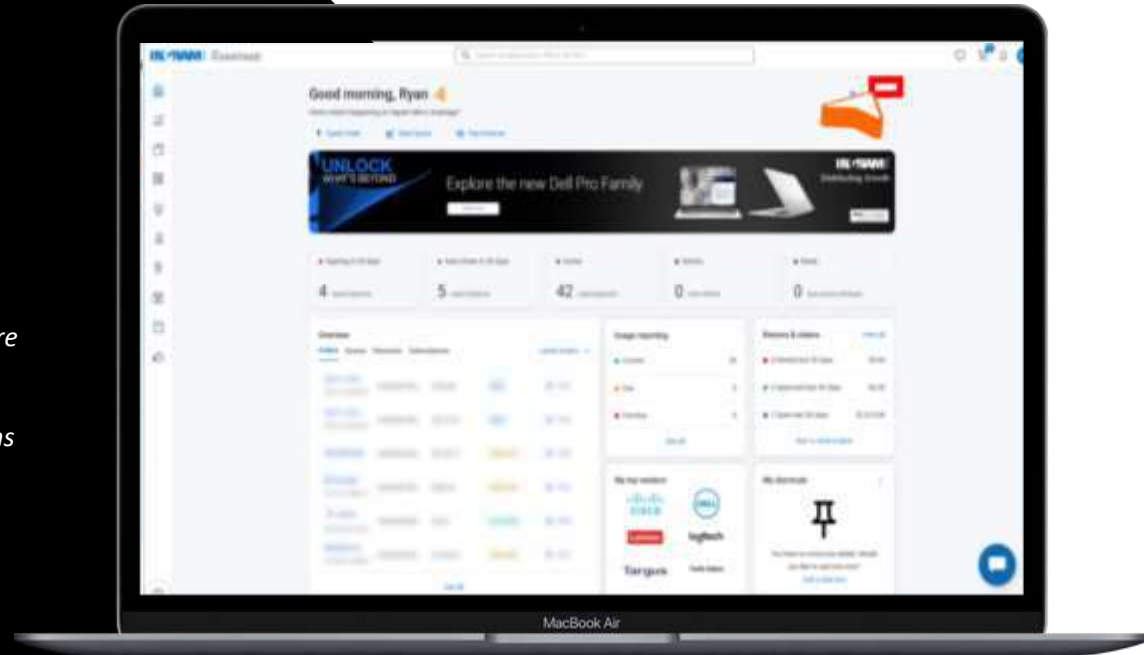
Design Led Deliveries

Online B2B Platform for a large global distributor

Ingram micro is looking for a partner to reimagine their entire B2B digital experience with the aim of increasing conversion rates and empowering their reseller, vendor, and associate customers to seamlessly adopt and leverage digital platforms across their ecosystem.

Website Url : <https://in.ingrammicro.com/cep/app/home>

Video: [Welcome to Xvantage](#)



The Problem Statement

- Low usage of the online platform.
- High volume of abandoned carts.
- Underutilization of customer data to deliver actionable insights and personalized recommendations.
- Inconsistent visual experience, reducing brand loyalty.

Solutions

- Redesign the onboarding flow to **be intuitive and engaging**.
- **Simplify navigation** and information architecture to make key features easily discoverable.
- Introduce **contextual guidance**, tooltips, and progressive disclosure for complex processes.
- Implement **personalization** based on user role (reseller, vendor, associate).
- **Streamline checkout** with fewer steps and clear progress indicators.
- Establish a scalable **Design System** for all digital touchpoints.

Process Followed

- **Research:** Conducted stakeholder interviews, user surveys, and analytics reviews to understand business goals, user behaviors, and pain points.
- **Analysis:** Identified UX gaps, prioritized pain points, and defined key user personas and journeys..
- **Ideation:** Developed wireframes, prototypes, and design components; created a scalable design system to ensure consistency across platforms.
- **Testing & Governance:** Conducted usability testing, A/B testing, and feedback sessions to validate solutions before launch..

Out come

Smarter Search of products, solutions, and vendors. *Optimized Streamlined* product selection, bundles, and digital solutions. Enabled adding items *to quotes directly via chat assistant*. Established a *consistent and cohesive* digital brand experience.

Taught On AI UX world

In the AI era, execution has become faster, but **meaningful user experience still depends on leadership and design judgment**. As a Design Director, the responsibility is to guide teams in analyzing AI-driven research, translating insights into human-centered strategies, and selecting the right AI solutions that **deliver real-world value, usability, and trust**.

Suggestive AI driven tools :

- **Figma Make**— AI-assisted UI generation & rapid iteration
- **Lovable**— Build full-stack apps from prompts; rapid product validation
- **Cursor**— AI-powered coding and product iteration
- **Bolt.new**— Instant product scaffolding from prompts
- **ChatGPT**— Research synthesis, UX writing, ideation

When to Use It

- Rapid prototyping and early-stage concept validation
- Exploring multiple layout directions quickly
- Supporting teams with faster design iteration
- Enhancing productivity without replacing design thinking

Thank you for your time and consideration. I **look forward** to the **opportunity** to connect. For more about my experience and work, please visit my website (<https://rahulkumartailor.in/>). and [Behance Profile](#).

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