

ashish gumber

UX Manager, Noida, India

UX Designer focused on simplifying complex systems across enterprise, cybersecurity, and workflow-driven products. I structure workflows, reduce cognitive load, and improve how users make decisions in high-impact environments.

SKILLS

UX & System Design

- UX Design, Interaction Design, Information Architecture
- UX Strategy, System Thinking, Enterprise UX
- Accessibility, Design Systems

Research & Discovery

- User Research, Usability Testing, Analytics
- Personas, Journey Mapping, Heuristic Evaluation
- UX Metrics, Problem Structuring

Flow & Interaction

- User Flows, Search, Filtering & Discovery
- Wireframing, Prototyping, Interaction Patterns

Leadership & Collaboration

- UX Leadership, Design Workshops, Design Reviews
- Cross-team Alignment, Stakeholder Communication

Tools & AI

- Figma, FigJam, Miro, Jira, Confluence
- AI-assisted Research, Ideation & Prototyping

EDUCATION

GRADUATION

B.Tech (IT) 2008 - 2012

Punjab Technical University

CERTIFICATIONS

Google UX Design
Human-Computer Interaction
Conducting Usability Testing
Design for Usability
and more

 [+91-9464009440](tel:+91-9464009440)

 ashish.gumber26@gmail.com

 [Linkedin: in/ashishgumber](https://www.linkedin.com/in/ashishgumber)

 www.ashishgumber.in

WORK EXPERIENCE

UX Design Leader (Manager)

From March 2020

Thales Group | Noida

Working on cybersecurity and data protection systems where users manage sensitive data, access controls, and complex configurations. My work focuses on understanding user behavior and simplifying complex experiences so users can make clear, confident decisions.

- Defined user roles and behaviors across administrators, compliance, and technical users
- Identified user needs and usability gaps through research, analytics, VoC, and product feedback
- Designed data-heavy experiences using search, filtering, and discovery to help users find relevant information faster
- Defined information architecture, navigation, and user flows across complex products
- Simplified complex workflows, system states, roles, and actions to reduce user confusion
- Created reusable patterns across modules to improve consistency and reduce learning effort
- Led UX from problem discovery through design and implementation with a global UX team across 4 countries

Driving UX clarity and consistency

- Introduced structured UX practices in engineering-driven workflows
- Partnered with engineering from early design through implementation and reviews
- Conducted workshops to align teams around user problems, priorities, and solutions
- Brought research, analytics, VoC, and real user scenarios into product decisions
- Explored AI-enabled experiences and tools to simplify complex workflows
- Maintained UX alignment across business lines while supporting team growth through reviews and knowledge sharing

Senior UX Designer

March 2017 - March 2020

Tavant Technologies | Noida

- Worked on multiple projects, collaborating directly with clients, directors, and delivery heads
- Designed user-friendly internal practices, client products, and services across domains
- Contributed to strategic decisions, user research, and testing to ensure a user-centered approach
- Created wireframes, high-fidelity mockups, and prototypes based on user needs
- Collaborated closely with clients to define expectations, requirements, and ensure alignment

 Employee of the year in Nov. 2018, Employee of the quarter in March 2018

UX Designer

April 2015 to March 2017

Spice Digital | Mohali

- Designed product experiences from scratch for next billion users
- Played a key role in building multiple products, including Spice Money from scratch
- Conducted user interviews and extensive UX research for next billion users
- Designed solutions for users with low digital familiarity and high fraud risk
- Contributed to a product that evolved into an independent company, reflecting strong impact and adoption

 Star performer award (Employee of year) in Feb. 2017

UX Designer

March 2014 to April 2015

Visions | Chandigarh

UX Designer

April 2013 to Jan 2014

Svimtech | Mohali