

Turning hidden insights into impactful experiences

Across 9 years of design work, I’ve remained committed to focusing on what lies beneath the iceberg – the systems, behaviors, and unseen forces that shape user experiences. My process moves from broad exploration to sharp definition, and from creative development to precise delivery, guided by data driven decisions that ensure meaningful, impactful outcomes for both users and the business.

- Artificial Intelligence
- Accessibility
- Design System
- Gamification
- System Thinking
- Behavior Models
- Rewards
- Dashboards
- E-Commerce
- Lifestyle, Banking, Healthcare, Education
- B2B, B2C, SAAS
- Figma, Adobe Suite

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Experience

Design Lead
IBM (Carbon Design System)

January 2024 - July 2025

- Growing the **Figma component library**, component nomenclature, variants, tokens/variables, behaviors etc.
- Implementing **ARIA** specifications within design systems, integration of WCAG standards and inclusive design principles into digital products, ensuring accessibility for all users.
- Improve **comprehension** of a component’s usage, styling and accessibility constraints through extensive documentation.
- Host regular workshops to drive design system **adoption** and provide support to teams already using it.

UX Lead,
Jio Platforms Limited

November 2021 - January 2024

- Improving B2B, B2C and B2B2C ecommerce experience across **Onboarding, Discovery, Purchase, Payment, Post Purchase, Reward and Support** flows - for Distributors, Retailers and their End Consumers, across various products in Reliance Fashion vertical
- Improve **business tools** to improve work efficiency and management of their sales force through **data dashboards, ticketing systems**, lead capture forms, etc.
- **Managing cross-functional design teams** to deliver exceptional outputs from research to content-enriched UI - with well planned **5 day design sprint workshops**.
- Built social commerce product (Fleek) for GenZ and Luxury commerce product (Swadesh) for HNIs
- Hired a cross-functional design team scaling it from **11 to 25**.

Sr. UX Designer,
Matrimony.com

April 2018 - November 2021

- Driving **retention, and engagement** through frequent product improvements across onboarding discovery and contact journeys - within the BharatMatrimony app
- Building a **design system** that scales across various products at matrimony.com, maintaining standards across each product, and improving the efficiency of the team.
- **Understanding user behavior and pain points** through structured research practices. Translating research into actionable insights using affinity maps & designing workflows and wireframes that evolve into product features.
- **Established processes with the right tools that optimized** the way that designers work and interact with users, developers, product managers, content writers, and other stakeholders

Interaction Designer,
Left Right Mind

September 2016 - March 2018

- Was involved in creating new product strategies and great user experience in various verticals like **Banking, Lifestyle, Education, Healthcare, Construction, Recruitment, etc.**
- Contributed the advantage of **game theory to various projects to increase engagement, awareness, and motivation**. Projects included tools to choose the right insurance, data collection, education portals, and ecommerce applications.

Product Design Intern,
Future Factory

January 2016 - August 2016

- Was involved in research, ideation and prototyping of kitchenware concepts that made dishwashing an easy and enjoyable process. Various concepts included fun & efficient tools, ideas to save water, reducing the number of utensils required, etc.

Design to me is **an opportunity to change the way we look at a problem.** I focus on digging deeper to uncover the underlying issues, not just addressing surface-level concerns. The joy I find in researching and setting directions to resolve these core problems drives my passion for design.

Education

CERTIFICATION
AI Technical Essentials & Accessibility Foundation
IBM (2024)

CERTIFICATION
Practical CSS & HTML
Linkedin (2023)

CERTIFICATION
Gameful Learning
University of Michigan (2018)

POST GRADUATION
Product Design
MIT Institute of Design (2014-16)

BACHELORS DEGREE
B.Tech, Mechanical Engineering
MG University (2010-14)

Skills

Research-led design

Planning and conducting research using methods tailored to each problem, facilitating workshops, focus groups, and usability tests to generate insights that drive impactful solutions.

Design system & UI

Driving consistency and excellence through evolving design systems, UI components, and workflows, while leveraging the latest design trends and tools to maximize efficiency and impact.

Accessibility

Dedicated to creating designs that are Perceivable, Understandable, Operable, and Robust to access and engage with, regardless of a user’s abilities.

AI & Prompt Engineering

Good understanding of AI, from tuning and prompt engineering to the broader capabilities of AI systems.

Leadership

Create a user-focused design vision, foster strong cross-functional relationships, agile sprints, facilitating workshops, streamline hiring, recognize talent, and unlock creativity. Provide training and mentorship to empower the design team and enhance their skills.

Achievements

IBM , CARBON DESIGN SYSTEM
Contributor Badge

JIO PLATFORMS LIMITED
Quarterly team award

MATRIMONY.COM
Maximizer employee award

IIT BOMBAY
Game design award
Soap - the card game encouraged people to stay safe from Covid 19 virus

INDIEFOLIO
Industrial design award
the Meal Rack

MIT INSTITUTE OF DESIGN
Social impact project recognition
Think Bag - for introspective relationship advice

MG U UNIVERSITY
Project recognition
Drum Sieve Segregator - for waste management

Initiatives

Game Designer, saltedmangoes.com

Actively conduct events & design games under this personal initiative. I also manage the website, constantly improving it to increase conversions, Strategize automation and campaigns for retention, Reduce bounce rates, Increase engagement, etc.

GPS Artist, Paintingkochi

Exploring a different perspective while cycling by perfectly curating routes that paint awesome pictures through GPS enabled apps.