



14Y+

Overall Experience

6Y+

Focused UX

50+

Projects

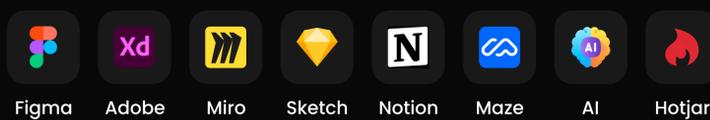
My Philosophy

- I redesign thinking, not just screens.
- Every click holds intent, every scroll shapes behavior.
- I design the space between intention and action — where trust begins and impact follows.

My Approach

Frame the right problem → Define the outcome → Ship what works

Design Stack



Kapil Guglani

Outcome First – UX Designer

Web outcomex.in

Email uiux05kaps@gmail.com

Phone 90342 69204

Location Gurugram

"Give me a messy problem → I'll give you a clear, shippable solution."

Certification



UX Design Fundamentals

Practical UX, Heuristics & Prototyping
4 weeks • Self Paced



Advanced Cognitive UX Design

Merging psychology with digital journeys
4 Weeks • Self Paced



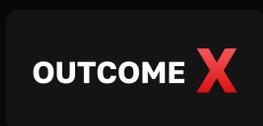
Diploma in Multimedia

Design to digital storytelling
3 Years • 12 modules • Cohort

Expert In

- UX Design
- User Research
- Wireframing & Prototyping
- Mobile App Design
- Website UX
- Design Thinking
- Persona Development
- Usability Testing
- Interaction Design
- Conversion Optimization
- Heuristic Evaluation
- Product Design
- Information Architecture
- Problem Framing & Hypothesis Design
- Design Systems
- Problem Solving
- Customer Experience (CX)
- Data-Driven Design Decisions
- Funnel Optimization
- Trust Signal Integration

Portfolio



Personal Website

www.outcomex.in

Case Study: Cut 12 min to 5 min, Life Insurance made fast



UX Portfolio

<https://www.behance.net/uiuxdesigner05kaps>

10+ Case studies from product redesigns across insurance, health, fintech & travel

Creative Innovation

<https://www.behance.net/kapilguglani>

50+ Creatives across health, fintech, travel, insurance & admin dashboards

Key Skills

Strategy & Leadership

- Cross-functional collaboration
- Stakeholder management
- UX research & insights

Design Execution

- Conversion-driven design
- Trust signal design
- Interaction & microcopy

Optimization & Delivery

- User journey refinement
- Data-backed decisions
- Design system scalability

Current Job Responsibilities

Problem Discovery

- Found friction in key user journeys
- Aligned insights with business goals
- Framed UX hypotheses for action

Solution Design

- Built clarity-first, mobile flows
- Added trust signal & action led CTAs
- Designed for momentum, not motion

Outcome Delivery

- Cut abandonment and friction
- Lifted conversion & engagement
- Shipped measurable UX impact

Work Experience

Axis Max Life Insurance | 2021 – 25 | 4.5 Years

Insurance

Manager, UX Designer

- Redesigned term & savings journey using cognitive biases, increasing user retention by 48%
- Applied neurodesign on the payment page, reducing drop-off by 35% in the first 5 seconds
- Revamped proposal form UX, cutting task time by 40% and boosting NPS

DreamFolks | 2018 – 21 | 2.7 Years

Airport Services

Senior UX/UI Designer

- Redesigned key booking flows, increasing lounge and service conversions by 30%
- Simplified user journeys for partners Axis, ICICI & SBI users, boosting user signups by 45%
- Enhanced UI for smoother bookings, driving 3x growth in online transactions

Emeditek | 2014 – 18 | 2.7 Years

Finance, TPA Insurance

UX/UI Designer

- Managing front-end solutions for the company's digital platforms
- Designed engaging interfaces and visuals for websites, portals, and internal tools
- Led branding and design for events, campaigns, and on-ground activations

Holidays to Treasure | 2014 – 14 | 9 Months

Travel & Tourism

Senior Web & Graphic Designer

- Owned visual design across events, promotions, and workplace branding
- Designed campaign creatives for digital, print, and in-office branding
- Handled end-to-end visuals for internal events and external promotions

Alankit Assignments | 2013 – 14 | 10 Months

Financial & RTA

Web & Graphic Designer

- Designed and developed responsive web pages, admin dashboards, and landing pages
- Created wireframes and translated them into clean HTML, CSS, and jQuery code
- Built interactive marketing assets like banners, brochures, & online promotional creatives

Darcl Logistics | 2011 – 13 | 2.2 Years

Transportation & Logistics

Junior Web & Graphic Designer

- Designed responsive web pages, dashboards, and landing pages
- Converted wireframes into functional front-end interfaces using HTML, CSS, and jQuery
- Created marketing assets including banners, brochures, and newspaper advertisements

14 Years in Domains & Ecosystems

Financial Services

- Fintech
- Insurance
- Banking & Payments

Consumer & Retail

- Retail
- E-Commerce
- Hospitality

Mobility & Travel

- Transport
- Airport Services
- Travel Platforms

Education & Enterprise

- EdTech
- Enterprise SaaS

Health & Wellness

- Healthcare
- HealthTech
- Wellness Platforms

Available for

- Full-time Opportunities
- Freelance & Contract Roles
- Product Collaborations

Contact me

www.outcomex.in
uiux05kaps@gmail.com
90342 69204