Simran Jobanpatra Kumar

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LinkedIn

WORK EXPERIENCE

Founding Product Designer, Rayfit

Feb 2024 - Oct 2026

- Led **0-to-1 product design** for Ray, a voice-first AI personal trainer featured in **Tom's Guide**; launched on the **App Store** and grew to **900 paid accounts** in 12 months. Worked across iOS, Apple Watch, SMS and web
- Built **trust in AI** through **generative touchpoints**: personalized plan previews in onboarding, tailored home-screen insights and adaptive SMS check-ins
- Crafted and tested **novel UX patterns** for **in-app rep counting**, balancing accuracy, feedback timing, and hands-free use
- Ran a **20-patient GLP-1 research study** that led to a **pilot with GoodPath.**
- Built Ray's first **design system** and AI-native workflows, prototyping AI behavior in **Claude**, for a 6-person team

Co-founder & Creative Director, Desi2Step

Feb 2023 - Present

- Founded and scaled a wedding choreography company to a **team of 9**, delivering **80+ weddings and events** across the U.S., Kenya, Portugal and Mexico; featured in **Vogue** and **South Asian Bridal magazine**
- Designed the end-to-end service experience and rebuilding the website with **Claude Code** to drive bookings; building a self-serve **"craft your own sangeet"** product

Senior Product Designer, Hopper

May 2022 - Nov 2023

- Redesigned hotel shopping experience to reduce cognitive load, leading to a **79% increase in gross profit per user** and **10x more engagement**
- Increased hotel funnel traffic by **23%** by embedding peer-to-peer referrals at key user touch points
- Partnered with PMs and engineers on roadmap planning; ran a quarterly design sync across **10 product teams**

Senior Product Designer, Sight Machine

Oct 2020 - Jan 2023

- Improved how machine data could be visualized on manufacturing dashboards, saving **2M+** for factory plants
- Designed, tested, and launched a role-based access system for customer dashboards, leading to signing **two new Fortune 500s**

Conversation Designer, Gov AI

Jan 2020 - Aug 2020

- Designed a voice-activated, multi-device service with **Voiceflow and AWS** to expand access to state benefits for PA's marginalized populations
- Awarded funding by the **Amazon education team**

UX Design Intern, NASA Ames

Jun 2019 - Aug 2019

- Created icons and **time-saving UX flows** for a space experiment scheduling tool, **reducing clicks by 44%**; tool was used during the Mars Perseverance mission (2021)

EDUCATION

Carnegie Mellon University

Master of Human-Computer Interaction, 2020

Bachelor's in Business Administration, Human-Computer Interaction, 2019

SKILLS & TOOLS

AI & Emerging

Human-AI interaction design, AI product development, agentic workflows, MCP integrations, prompt engineering, AI-native design workflows, AI-assisted prototyping with Claude, generative UX, voice & conversational UI, AI trust & transparency

Design & Product

Product strategy, 0-to-1 product design, consumer mobile (iOS, Apple Watch), mobile design patterns, interaction & visual design, design systems, design critique, cross-functional leadership, prototyping, roadmapping, Figma, Framer, HTML/CSS/JS

Research & Data

User research, usability testing, A/B experimentation, analytics & data visualization, journey mapping, designing for data-rich health & wearable products