

VERTIKA KAPOOR

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Finding clarity at the intersection of design, technology, and business drives me. With 5+ years of experience designing enterprise platforms for global brands including Airbus and Adidas, I specialize in making sophisticated systems intuitive, accessible, and scalable. I blend human-centered design with product strategy to make complex systems simple and impactful through collaborative teamwork.

PROFESSIONAL EXPERIENCE

Senior Lead – Experience Design

Infosys Ltd. (External UX Consultant for Airbus & Adidas) | Hyderabad, India & Erlangen, Germany

July 2023 – Present (*2.5 years onsite in Erlangen*)

- Led UX design for a major internal platform at Airbus, enhancing collaboration between teams and suppliers on aircraft layout and cabin data throughout all lifecycle stages.
- Delivered clear, compelling presentations to clients and stakeholders, communicating design concepts and strategic rationale.
- Leveraged AI as a thought partner to clarify user problems and surface edge cases, supported by AI-assisted ideation, heuristic evaluation, analysis, and WCAG accessibility checks.
- Translated complex requirements into intuitive, scalable web application interfaces for multi-regional audiences, balancing usability with business goals.
- Designed and implemented user-centric B2B UX solutions for diverse audiences, from novice to power users, ensuring interfaces are both intuitive and feature-rich across enterprise applications.
- Developed adaptive design patterns and documentation to support future scalability and cross-team implementation within agile workflows.
- Led on-site workshops at client headquarters in Germany to facilitate agile collaboration, rapid feedback, and smooth project iteration.

Lead – Experience Design

Infosys Ltd. (External UX Consultant for Adidas) | Trivandrum, India

Jan 2021 – June 2023

- Led end-to-end UX for Adidas's global B2B digital merchandising suite, supporting digital transformation of complex product planning workflows.
- Conducted in-depth analysis of legacy enterprise systems, to gain insights into established business processes, informing the design of new digital solutions.
- Explored and defined user experience for core product modules, aligning intricate business requirements with intuitive, human-centered interfaces.
- Produced high-fidelity, interactive Figma prototypes to visualize concepts and validate usability with stakeholders.
- Advanced Adidas's enterprise design system, improving accessibility, consistency, and alignment across platforms.
- Collaborated closely with cross-functional teams, including product owners and developers, to ensure seamless design implementation and a unified product vision.

Design Intern

Hexagramm Design Pvt. Ltd. | New Delhi, India

February 2017 – August 2017

EDUCATION

Master Of Design (M.Des.), Industrial Design I School of Planning and Architecture, New Delhi

Jul 2018 – Sept 2020

Bachelor Of Architecture (B.Arch.), Architecture I School of Planning and Architecture, New Delhi

Jul 2013 – May 2018

PORTFOLIO WEBSITE

- [See My Design Journey](#)

CERTIFICATES

Agency Special Program for Strategic Insights, Practice and Impact

Rhode Island Institute of Design [RISD]

Certificate of Participation obtained Dec 2021

CORE COMPETENCIES AND LANGUAGES

Ideation and Design

- User Experience Design
- High-fidelity Prototyping
- Enterprise Software Design
- Usability Testing
- User Research
- Journey Mapping
- UX Strategy
- User Interface Design
- Information Architecture
- Wireframing
- AI Assisted Design Workflows
- Contextual Inquiry
- Design System Development
- Accessibility (WCAG)
- Workshop Facilitation

Project Based

- Agile Methodologies
- Functional discovery
- Stakeholder communication
- Organization & management
- Cross-functional collaboration

Design Tools

- Figma
- Adobe Creative Suite
- Jira and Confluence
- Sketch
- Miro
- Wix

Languages

- English (Fluent)
- Hindi (Native)
- Deutsch (Beginner)