Ujjwal Kumar

UX Design Manager at Apple · Cupertino, California · ujjwal@kumar.design

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Design leader for enterprise, AI, and decision-support products. I build high-performing teams and direct complex product ecosystems — turning ambiguity into clear, trusted experiences for global organizations.

EXPERIENCE

UX Design Manager — 2021 — Present
Apple — Human Interface

Senior Designer, Interaction — 2018 — 2021
Apple — Software Engineering

Product Designer — 2015 — 2018
Square

Designer — 2014 — 2015
Independent practice, Brooklyn

SELECTED LEADERSHIP STORIES

Global sales, made coherent

Directed six designers transforming a complex global channel-sales platform across user groups and geographies — from research strategy to adoption and business outcomes.

A system for better product delivery

Led a design-system transformation as an organizational change: strategy, governance, engineering partnership, migration, and quality standards.

Clarity when the stakes are high

Designed high-stakes decision systems — executive analytics and launch dashboards — under ambiguity, technical constraint, and time pressure.

AI that enterprises can direct and trust

Led product experience and design strategy for an enterprise AI platform: agent creation, knowledge grounding, workflow orchestration, testing, governance, and monitoring.

TALKS & WRITING

2025 — On the weight of small decisions, Config, San Francisco
2024 — Designing for the second glance, Layers, Cupertino
2023 — A field guide to critique, AIGA Eye on Design

ELSEWHERE

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