

Sanjeet Singh

Product/UX Designer



Innovative, creative and results-oriented digital product designer with a proven track record of driving design consistency, user satisfaction, and revenue growth.

Experienced in developing and implementing design systems, conducting user research, market research, competitive analysis, information architecture, user journey flow, brainstorming, and collaborating with cross-functional teams to prioritize & implement feedback.

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Dwarka, New Delhi, India

Linkedin Profile

<https://www.linkedin.com/in/skusiss>

Behance Portfolio

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

GitHub

<https://github.com/skusiss>

Live Projects

https://drive.google.com/file/d/1gNhCogw8X_HU8SCyF6GSKQVQ3OKmPA8I/view?usp=sharing

Work Experience

Nexgen Tech Solutions

Product Designer • Gurugram, India
MAR 2023 - MAY 2024

- Developed and maintained a Figma design system and 60% decrease in production time.
- Designed visual interfaces for the web, mobile, and TV applications that are visually appealing, user-friendly, and consistent with brand identity.
- Increased traffic by more than 40% through facilitating integrated new visual design.
- Created user flows, wireframes, high-fidelity mockups, and rapid prototyping.
- Collaborated closely with cross-disciplinary teams, including stakeholder, product, engineering, marketing, and sales, that added value to both customers and the business.
- Managed multiple projects effectively in a demanding environment with tight deadlines.

Proudly worked with global projects



Taggd

Product Designer • New Delhi, India
FEB 2022 - MAR 2023

- Developed prototypes, website design, and native mobile apps (iOS and Android) website redesign based on analytics data, which increased user response by 20%.
- Conducted user research to understand user needs and goals.
- Interviews and discussions with customers, retailers, and vendors.
- Collaborated with a cross-functional team of engineers and marketers to develop products.
- Improved product usability by conducting user research and based on feedback.

Edneed

Product Designer • Noida, India
DEC 2020 - FEB 2022

- Designed and developed Sass-based Ed-Tech apps for LMS, ERP, and website builders.
- Developed comprehensive project documentation, including site plans, elevations, sections, and detail, for clear communication of design intent.
- Led workshops and brainstorming sessions with stakeholders.
- Designed products and platforms, including native Android apps, with a focus on both consumer and enterprise experiences, including system design.

Direct Create

UX/UI Architect • Gurugram, India
FEB 2018 - DEC 2020

- Designed B2B, B2C, and retail Sass-based craft-commerce apps for retailers and vendors.
- Continuously evaluate and improve product design processes and methodologies.
- Delegated tasks and responsibilities to team members, resulting in a 20% increase in project efficiency.
- Developed site maps, user flows, wireframes, and visual design.
- Collaborate with cross-functional teams to ensure design consistency with the overall product vision.
- Worked on famous and reputed brand Reliance's in-house projects.

Eicher Good Earth

Skills

- Product Design
- Agile Methodologies
- Design Systems
- Data Analysis
- Data-driven Design
- Data Visualization
- Stakeholder Engagement
- Requirement Gathering
- User Research
- User Interface Design
- UX Design
- Information Architecture
- Brainstorming
- Design Thinking
- User Flow
- Journey Mapping
- Wireframing
- Rapid Prototyping
- Product Testing
- Feedback Analysis
- Responsive Design
- Cross-functional Collaboration
- User Retention Strategies
- WCAG 2

Design Tools

- Figma
- Adobe XD
- Adobe Illustrator
- Adobe Photoshop
- Sketch
- InVision
- Balsamiq
- Marvel App
- Mind Map

Working Knowledge

UX/UI Designer • New Delhi, India
OCT 2015 - FEB 2018

Condeco

UX/UI Designer • Gurugram, India
MAR 2011 - MAY 2012

OurworX

Web/UI Designer • Noida, India
MAR 2011 - MAY 2012

Rose India

Web Designer • New Delhi, India
AUG 2009 - MAR 2011

Cellhut

Graphic and Web Designer • New Delhi, India
NOV 2006 - AUG 2009

- JIRA
- HTML 5
- CSS 3
- JavaScript
- Less
- ReactJs
- Angular
- PHP
- Dot Net
- SQL

Certifications

Software Development

Oxford Software Institute, New Delhi
JUN 2007 - MAR 2008

Multimedia & Web Design

Oxford Software Institute, New Delhi
MAR 2004 - DEC 2006

Education

Bachelor Degree

Accounting
VKSU, Arrah, Bihar
JUB 1998 - AUG 2003