



AMRIT RAJ SINGH

Technology Lead - UI/UX



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I am a Product Designer based in Noida, India. With over 10 years of experience, I have had the privilege of collaborating with both startups and well-established companies from around the world, helping them deliver intuitive and aesthetically pleasing digital experiences. My design approach is user-centered, ensuring that each product meets the needs of its users while maintaining the brand's integrity.

I am dedicated to crafting digital experiences that not only look good but also provide exceptional usability. Whether it's improving an existing product or designing something entirely new, my focus is always on delivering value to both the client and the end user.

CONTACT DETAILS

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Greater Noida - U.P - India

EDUCATION

- PG in design from IIT Roorkee
- BSC.IT from Kuvempu University
- GNIIT master diploma from NIIT
- Intermediate from NIOS
- Senior secondary from CBSE

Specialization

Product Design

Contextual Research

Quality Assurance & Control

Team Management

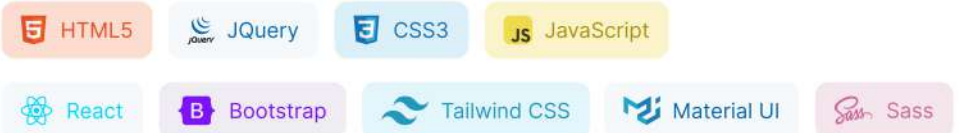
Customer Relations

SKILLS

DESIGN TOOLS



TECHNOLOGIES I USE



DEVELOPMENT & PRODUCTIVITY TOOLS I USE



CERTIFICATES

Google UX Professional Certifications

Certification of Digital Skills: User Experience by Accenture

Certification of UX and Accessible Design - UAL Creative Computing Institute

Certification of UX Design Strategy & Application - Future Learn

Certification of UX Design Strategy & Application: Customer Profiling & Design Sprints

Certification of Project Management: Beginner to Project Manager

Merit Recognition for National IT Aptitude

Career productivity Skills - NSDC Certified



WORK EXPERIENCE

Technology Lead - UI/UX

Nov 2022 - Current

- Managed and led a UX team, overseeing their work and ensuring productivity and collaboration within the team.
- Possessed expert knowledge of design thinking principles, applying them to projects to cultivate a deep understanding and empathy for the user.
- Collaborated closely with developers and clients, gathering information about design requirements and analyzing their feasibility.
- Conducted thorough analysis of User Integrated designs and their development techniques, effectively addressing complex issues that arose.
- Designed user interfaces for various applications, ensuring they met the needs and preferences of clients.
- Generated a range of design documents that accurately captured and incorporated client requirements.



Design Lead

June 2018 - Nov 2022

- Developed designs while adhering to usability best practices, ensuring that the team followed these guidelines and maintained product compliance with the brand image.
- Assisted multiple teams by creating various user-related documents that needed to be submitted to the management.
- Took the initiative to develop innovative designs for various products, prioritizing customer satisfaction and enhancing the user experience.
- Independently created over 600 icons based on specific requirements, adding visual elements to enhance the design aesthetics.



UI/UX Designer

Jan 2018 - May 2018

- Produced mock-ups for project pages, providing visual representations of proposed designs and incorporating any updates or revisions as needed.
- Conducted user research to gather insights and better understand user needs, preferences, and behaviors. This information was used to inform the design process.
- Defined and implemented effective work processes to streamline and optimize the design workflow, ensuring efficient collaboration and timely delivery of projects.
- Utilized various research methods to gather data and insights, such as user interviews, surveys, and usability testing, to continually improve the user experience and enhance the design solutions.



UI/UX Designer

Jan 2016 - Jan 2018

- Collaborate with clients and project managers to develop wireframes and prototypes for websites, utilizing tools such as XD, Sketch, Illustration, Invasion App, or equivalent applications. Strong proficiency in these tools is required.
- Assess client requirements and determine suitable technical solutions and architectures, offering relevant recommendations to meet their needs.
- Demonstrate expertise in conducting client interviews to gather requirements and define the work process effectively, ensuring clear communication and understanding between all parties involved.



UI Designer

Jan 2016 - Jan 2018

- Transforming ideas into visually appealing and functionally effective digital products.
- I developed & design engaging user interactions that enhance the user experience.
- I was Structuring the layout of screens and pages to enhance readability and usability, ensuring a logical flow of information. Working closely with UX designers, developers, product managers, and stakeholders to ensure alignment on project goals.

DECLARATION OF VALIDITY OF INFORMATION

I hereby certify that the above given data are true and correct to the best of my knowledge and belief.

Date:

Signature: