Shubham Singh

UI/UX Designer with a strong foundation in creating user-centered digital experiences across web and mobile platforms. Skilled in translating business goals into intuitive, visually compelling interfaces. Experienced in end-to-end product design, from research and wireframing to high-fidelity mockups and design systems.

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Skills

Design

User Experience, Interaction Design, User Interface, Prototyping, Visual Design, Wireframing, Low-High Fidelity Mockups

Research

User Interviews, User Testing, Information Architecture, Journey Mapping, Quantitative Analysis, A/B Testing, Competitor Analysis, Design Strategy

Software

Figma, Adobe XD, Illustrator, Photoshop, AfterEffects, HTML, CSS (working knowledge)

Other Skills

Rapid Iteration, Cross-functional Collaboration and Communication, Human-centred Approach, Provide and Solicit feedback

Education

Poornima University, Jaipur

B.Tech In Computer Science
2017 - 2021

UI Design Bootcamp

Udemy
2021

Google UX Design

2022

Experience

Lead UI/UX Designer

The Merc | April 2023 - Present

- Led the end-to-end design of a **B2B information-as-a-service platform** in the fintech domain, aimed at streamlining credit assessments, onboarding flows, and financial reporting for enterprise clients. Delivered comprehensive UX architecture, crafted user personas, and built modular UI systems from scratch to support complex, data-driven workflows within a unified design framework.

- Designed an **AI-powered influencer marketing platform**. Delivered user-friendly flows for influencer onboarding, post scheduling, and sentiment analysis. Created detailed user personas, mapped user journeys, and crafted intuitive UX for dynamic dashboards, drag-and-drop timelines, and predictive insights tailored to brands and creators.

- Led the design for **a survey-based HR platform** , covering survey creation, sharing (email, Slack, embed), Scheduling reminders, and response tracking. Focused on intuitive flows, content structure, and seamless user journeys across touchpoints.

- Led the end-to-end design of an **app "Ask Ana" that scans barcodes on food and beauty products** to reveal ingredient and chemical details with health impact insights. Designed a scalable information architecture, modular content system, and intuitive navigation optimized for wellness-focused users.

- Designed **50+ websites** across diverse industries including beauty, healthcare, e-commerce, fashion, education, fintech, real estate, lifestyle, industrial, and more, each crafted to align with brand goals and deliver intuitive user experiences.

Design Intern

The Merc | October 2022 - March 2023

- Led the product design for **"Kamaao", a mobile app that empowers gig workers and micro-entrepreneurs** to find small jobs and earn through curated digital services. Focused on accessibility, intuitive workflows, and a cohesive design system to support users from diverse backgrounds.

- Designed the website for **UniWater, a comprehensive water solutions provider**, to simplify discovery and customization of industrial and commercial purification systems—ensuring a clear, intuitive experience for clients exploring complex offerings.