

# Shubham Singh

## UI/UX Designer | Product Designer

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UI/UX Designer with experience designing user-centered web and mobile applications. Strong background in end-to-end product design, including user research, wireframing, prototyping, high-fidelity UI design, and design systems. Proven ability to translate business requirements and user needs into intuitive, scalable, and visually consistent digital interfaces through cross-functional collaboration.

### TECHNICAL SKILLS

- Interface Design
- User-Centered Design
- Prototyping
- UX Research
- User Testing
- Design Systems
- HTML/CSS
- Figma
- Product Strategy
- Wireframing
- Prototyping
- Accessibility
- Sketch
- Invision
- Webflow
- Javascript

### EXPERIENCE

#### The Merc — Lead UI/UX Designer

April 2023 - Present

- Led end-to-end UI/UX design for a B2B Information-as-a-Service (IaaS) fintech platform, focused on credit assessment, enterprise onboarding flows, and financial reporting dashboards. Defined UX architecture, developed user personas, and built modular, scalable design systems to support complex, data-driven workflows.
- Designed an AI-powered influencer marketing platform, delivering user-centered onboarding flows, content scheduling workflows, and sentiment analysis dashboards. Conducted user research, created personas and user journey maps, and designed interactive dashboards, drag-and-drop timelines, and predictive analytics interfaces for brands and creators.
- Led UI/UX design for a survey-based HR platform, covering survey creation, distribution (email, Slack, embedded links), automated reminders, and response analytics. Optimized information architecture, content hierarchy, and cross-channel user journeys to improve engagement and completion rates.
- Owned the end-to-end design of “Ask Ana,” a mobile application that scans barcodes on food and beauty products to surface ingredient analysis, chemical insights, and health impact data. Designed scalable information architecture, modular content frameworks, and intuitive navigation patterns optimized for wellness-focused users.
- Designed 50+ responsive websites across industries including fintech, healthcare, e-commerce, beauty, fashion, education, real estate, lifestyle, and industrial sectors. Delivered brand-aligned UI, conversion-focused UX, and accessible, responsive designs tailored to diverse business goals.

#### The Merc — Design Intern

October 2022 - March 2023

- Led end-to-end product design for “Kamaao,” a mobile application enabling gig workers and micro-entrepreneurs to discover job opportunities and earn through curated digital services. Designed accessible user flows, intuitive navigation, and a scalable design system to support users from diverse socioeconomic and language backgrounds.
- Designed and delivered the UI/UX for the UniWater corporate website, a water treatment and purification solutions provider, focused on industrial and commercial systems. Simplified product discovery, solution comparison, and customization workflows through clear information architecture, responsive layouts, and user-centered design principles.

### EDUCATION

#### Coursera — Google UX Design Professional Certificate

February 2022 - July 2022

#### Udemy — UI Design Bootcamp

October 2021 - November 2021

#### Poornima University — B.Tech in Computer Science

June 2017 - June 2021