

I am Jaspreet Singh, a passionate and results-driven Frontend Developer and UI/UX Designer with a strong background in creating seamless and intuitive user experiences. With years of hands-on experience in both freelance and corporate environments. My expertise spans across web development and UX/UI design, ensuring that I deliver products that are not only visually appealing but also highly functional and accessible. I thrive in collaborative environments, working closely with product management teams to translate high-level business requirements into effective, user-friendly solutions.

WORK EXPERIENCE

CleverX – BluMatter, Inc.

Freelance

Frontend Developer / UX designer

2021 – Present

- Led the design and UI development of a research survey tool, enabling users to run surveys with CleverX participants. Simplified the survey creation process by reducing steps by 10% through **AI-driven features that send invites based on survey details and generate screener questions to filter the survey audience, reducing the survey failure rate.**
- Led the design of **CleverX’s advanced search** feature, providing similar functionality to LinkedIn Sales Navigator, enabling users to filter potential candidates based on various criteria such as industry, expertise, current company, company headcount, job role, location, and more.
- Designed and implemented an **SEO-optimized page generation** system, leveraging MongoDB aggregations to dynamically generate approximately 20,000 pages based on user skills, locations, and industry metrics. The SEO-optimized pages resulted in a **Quadrupled daily website visits, achieving a position in the top 10 search results.**
- Successfully designed and developed the Opportunity page and corresponding filters and APIs, establishing a central hub for users to discover and capitalize on new opportunities. **Increasing user engagement by 2x.**
- Designed and developed the profile completion, signup, and login pages. Implemented a LinkedIn import feature in profile completion flow that allowed users to import their LinkedIn profile data to CleverX. **Integrated open AI with custom validation, isolation, and feedback loop** to suggest user accurate expertise, industries, and rates, streamlining the profile completion process. Efforts resulted in a **3x increase in profile completion rate.**
- Led the design and development of a comprehensive set of reusable and **common UI components** , serving as the foundation for CleverX's web application, prioritizing consistency, accessibility, and seamless user interactions.
- Worked with product management team to translate high level business requirements into actionable functional requirements

Tata Consultancy Services

Full-time

Frontend Developer

2019 – 2021

- Helped build **Staples’ common UI components** and used it to bring Staples’ rebrand to life across its websites
- Supported the transformation of Staples’ desktop-only websites into **fully responsive designs** optimized for multiple devices
- Played a key role in the UI development of the **Staples rewards**
- Conducted code reviews and provided mentorship to interns, ensuring adherence to best practices and coding standards.

SKILLS & COMPETENCIES

Web Development	UX/UI Design
<ul style="list-style-type: none"><li>• HTML</li><li>• CSS</li><li>• JavaScript</li><li>• React</li><li>• Express</li><li>• Mongodb</li><li>• Tailwind</li><li>• Responsive UI</li><li>• Web Accessibility</li><li>• SEO optimization</li></ul>	<ul style="list-style-type: none"><li>• Accessible design</li><li>• Prototyping</li><li>• User testing</li><li>• Information architecture</li><li>• Visual design</li><li>• Interaction design</li><li>• Wireframing</li><li>• Design system</li><li>• Responsive web design</li></ul>

EDUCATION

Masters of Computer Applications

Jain University, Bangalore

2022 – present

Bachelors of Science

Osmania University, Hyderabad

2016 – 2019