Jaspreet Singh

UX Designer / Frontend Developer

✉ jaspreet98singh@gmail.com
github.com/01singhjaspreet
🌐 jaspreetsingh.xyz

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

BluMatter, Inc.

Full stack product designer
2021 - Present

cleverx.com

- 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.

- Spearheaded the end-to-end development of a **SEO-optimized programmatic page generation** feature, encompassing design, UI development, API implementation, and admin interface creation. Leveraged **MongoDB aggregations** to dynamically generate content based on user skills, locations, and industry metrics. Developed an intuitive admin UI enabling **one-click page publishing** , resulting in approximately **20,000 live pages** . This comprehensive solution **quadrupled daily website traffic** and **achieved top 10 search engine rankings** for targeted keywords, significantly enhancing the company's online presence and SEO performance.

- 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.

- Revamped the entire admin panel, enhancing its functionality and user experience, allowing for efficient management

- Worked with product management team to translate high level business requirements into actionable functional requirements

Tata Consultancy Services Limited

Full stack product designer
2019 - 2021

staples.com

- 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** program, contributing to an enhanced user experience and increased customer loyalty.

- Conducted code reviews and provided mentorship to interns, ensuring adherence to best practices and coding standards.

SKILLS & COMPETENCIES

UI/UX Design

- Accessible design
- Prototyping
- User testing
- Information architecture
- Visual design
- Interaction design
- Wireframing
- Design system
- Responsive web design
- Figma

Web Development

- HTML
- CSS
- JavaScript
- React
- Express
- Mongodb
- Tailwind
- Responsive UI
- Web Accessibility
- SEO optimization

EDUCATION

Masters of Computer Applications

2022 - present

Jain University, Bangalore

Bachelors of Science

2016 - 2019

Osmania University, Hyderabad