

# DILIP SINGH

## Associate UI/UX Designer

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📍 Bangalore, Karnataka



## SUMMARY

As a highly skilled and innovative Product Designer, I bring a proven track record of transforming conceptual ideas into visually appealing and functional product designs. With a keen eye for detail and a passion for user-centric design, I excel in creating intuitive and engaging experiences that seamlessly blend aesthetics with functionality.

## EXPERIENCE

### Associate UI/UX Designer

#### LeadSquared

📅 04/2022 - Present 📍 Bangalore, Karnataka

Collaborated with cross-functional teams to design intuitive and visually appealing web and mobile applications. Conducted user research and created wireframes and prototypes resulting in a 30% increase in user engagement.

- **AI Catalog Management System:** I have created an innovative AI catalog system designed to address the common challenge users face in locating precise products. Through the integration of artificial intelligence, users can simply input their requirements, and our AI swiftly identifies the optimal product match for them. This transformative solution eliminates the struggle of manually searching through extensive catalogs.
- **Portal or Website Builder:** I have designed an advanced portal builder tailored to empower sales professionals to create impactful landing pages and comprehensive portals effortlessly. What sets this product apart is its unique capability to facilitate the entire design process without requiring any coding skills.
- **Flostack Scheduler platform:** I have designed the FloStack Scheduler, a versatile scheduling solution tailored to address diverse scheduling needs across various industries such as healthcare, education, and fintech. This innovative system is designed to seamlessly handle multiple use cases, ensuring efficient and customized scheduling processes for optimal performance in different professional settings.
- **Designed intuitive and visually appealing web and mobile applications resulting in a 30% increase in user engagement**

## EDUCATION

### Bachelor of Electronics & Communication

#### Lovely Professional University

📍 Jalandhar, Punjab

GPA

3.5 / 4.0

## LANGUAGES

English



Hindi



## STRENGTHS



### Data-Driven Design

Utilized user data to increase conversion rates by 25% on a recent project.



### Collaboration

Worked closely with cross-functional teams to ensure design solutions aligned with business goals.



### Problem-Solving

Successfully tackled complex design challenges to deliver innovative and user-friendly products.

## SKILLS

Wireframing

Prototyping

User Research

Interaction Design

Visual Design

Story Boarding

Information Architecture

Figma

Adobe XD

Confluence

Zoho

Jira

Sketch

Notion

User-Centric design

User flows

Story writing

Ux Writing

UX Design

UI Design

## ACHIEVEMENTS



### Improved User Retention

Developed a feature that increased user retention by 30% for a social media app.



### Star Of The Quarter

Sole designer at LeadSquared honored with the Star of the Quarter award



### Top 10% world wide In figma and Design Knowledge

Why are you proud of this achievement?