KHUSHANG SINGH

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PROJECTS

SquadSync | Student Collaboration Platform   *Role: UI/UX Designer & Full Stack Developer (MERN Stack)*
- Identified a verified-skill gap in campus collaboration; —students lacked a verified way to find teammates based on skill sets. Defined the roadmap for a "Skill-First" team finder to connect students for hackathons.
- Conceptualized and deployed a "Request & Approval" workflow to solve user trust issues, allowing team creators to vet applicants before acceptance.

McDonald's UX Case Study | Product Design Audit   *Role: UX Researcher & Designer*
- Conducted a heuristic evaluation of the live McDelivery platform; identified 7 critical usability issues including navigation fatigue and visual asymmetry.
- Redesigned the core navigation with a sticky sidebar and optimized the "Food Details" modal, significantly improving information accessibility.

WrapURL | Custom Link Management SaaS   *Role: UI/UX Designer & Full Stack Developer (MERN Stack)*
- Engineered a custom alias feature to address the need for branded, memorable links, moving beyond basic URL shortening to offer value-added personalization.
- Built a responsive dashboard for real-time link tracking, ensuring the product met performance benchmarks for redirection speed and reliability.

LEADERSHIP & PROGRAM MANAGEMENT

Vice President | *GeeksforGeeks Student Chapter*   Oct 2024 – Present
- Directed the chapter's operational strategy, leading a cross-functional team to execute technical events such as hackathons and webinars for the student body.
- Acted as the primary connection between the students, faculty coordinators, and speakers, ensuring alignment on event goals and resource allocation.

Design Lead | *The Electric Vehicle Club*   Oct 2024 – Mar 2025
- Partnered with engineering teams to align the club's digital presence with technical constraints, ensuring a seamless handoff between design concepts and front-end implementation.
- Established the visual identity and digital strategy for the club, overseeing the creation of promotional assets that increased event visibility and attendance.

VIRTUAL EXPERIENCE & CERTIFICATIONS

- **Accenture Product Design Job Simulation (Forage):** Simulated a Product Design lifecycle; iterated on product screens based on user feedback and communicated design rationale to stakeholders.
- **Deloitte Technology Job Simulation (Forage):** Translated client requirements into a structured project proposal for a dashboard; defined scope, features, and data structure (similar to writing a PRD).
- **Google UX Design Professional Certification (Coursera)**

SKILLS

- **Product Management:** Product Strategy, User Research, Wireframing, Prototyping.
- **Technical:** Java, React, Data Structures & Algorithms, AWS (Basic).
- **Design Tools:** Figma, Canva.

EDUCATION

Bachelor of Technology in Computer Science & Engineering   *2023-2027*
VIT Bhopal University