Somya Singh

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EDUCATION

University of Maryland, Baltimore County Maryland, United States
Master of Science in Information Systems , GPA: 3.8/4.0 May 2026
Specialization: Data Science, HCI & UX Design
Coursework: Fundamentals of Human Centered Computing, Graphic Design for Interactive Systems, User Interface Prototyping & Development, Data Mining

University of Maryland, Baltimore County Maryland, United States
Bachelor of Science in Information Systems December 2021
Coursework: Decision Support Systems, Structured Systems Analysis & Design, Markup & Scripting Languages

TECHNICAL SKILLS

UX & Interaction Design: User Experience (UX) Design, User Interface (UI) Design, Interaction Design (IxD), Wireframing, Prototyping, Responsive & Adaptive Design, Information Architecture, Visual Design, Typography, Color Theory
User Research & Evaluation: User Research & Interviews, Usability Testing, Heuristic Evaluation, A/B Testing, Accessibility & Inclusive Design (WCAG), Persona Development, User Journey Mapping, Qualitative & Quantitative Analysis
Design Tools: Figma, Sketch, InVision, Adobe Illustrator, Adobe InDesign, Adobe Creative Suite, Canva
Programming & Data: Python, HTML, CSS, SQL
Product & Delivery: Agile, Scrum, Kanban, Sprint Planning & Reviews, JIRA, Cross-functional Collaboration
Certifications: Google UX Design, Google Project Management (Professional), IBM IT Scrum Master, IBM Python for Data Science & Development

WORK EXPERIENCE

UX Designer, Sparksoft Corp June 2022 - October 2024
- Designed end-to-end user experiences for a CMS framework in Figma, translating research and business requirements into scalable UI components adopted across **10+ internal products**.
- Developed high-fidelity wireframes and interactive prototypes for complex, multi-step workflows, reducing design-to-development handoff time by **30%** through close collaboration with product and engineering teams.
- Conducted usability testing and front-end validation using TestRail and JMeter, and analyzed behavioral data with SQL and Python, improving task success rates by **25%** and meeting **WCAG 2.1 accessibility standards**.

UX Designer, Optum January 2022 - June 2022
- Conducted user-centered analysis to translate business goals into end-to-end workflows, scenarios, and Jira traceability matrices, supporting design decisions across **5+ core product features**.
- Validated UI behavior through SQL-based data checks, identifying upstream pipeline issues early and reducing UX-impacting defects by **20%** before release.
- Collaborated cross-functionally within Agile sprints to integrate user feedback, document system workflows, and identify automation opportunities, improving design handoff and knowledge transfer efficiency by **15%**.

PROJECTS & LEADERSHIP EXPERIENCE

SoundCloud Redesign (Figma, UX Research, UI Design, High Fidelity Prototype, Typography, Color Theory)
- Redesigned the SoundCloud website and logo, improving navigation, user flows, and visual consistency across **5+ screens** while applying accessibility and UX best practices.

AI Remix My Design (Figma, Adobe Express, Usability Testing, Heuristic Evaluation, Persona Development)
- Designed AI Remix to enable rapid UI mockup transformations into multiple themes from a single prompt, reducing redesign effort by **50%** across **10+ layouts**.

Hackathon Judge - Duke University & Davidson College
- Evaluated **15+ student projects** on UX design quality, assessing usability heuristics, interaction design, user flows, and visual design execution.

RESEARCH & PUBLICATIONS

- Presented research on *AI-Driven Equity in Higher Education* at an IEEE Conference
- Featured in the UMBC Center for AI, Urban Watch, Urban Watch II, and Digital Journal