

# Aaryan Singh

## Product Designer

(currently based in  India)

aaryan.singh096@gmail.com

<https://www.aaryanhowhan.com>

+91 - 90311 55904

### WORK EXPERIENCE

#### Meesho

Dec '22 - present • Senior Product Designer

Currently crafting a bidding based shopping experiment, app open frequency enhancers & experiments on search.

Aug '21 - Nov '22 • Product Designer II

Solved 0-1 discovery related problems. Achieved an overall increase of +1.7% first order activation, designed for casual/ low intent and new to internet/ eCommerce users.

Worked on engagement levers, i.e, a pilot launch of a games platform (achieving 2x increment in app opens), then consequently worked on improvements after results matured with initiatives like quizzes as games, challenge based rewards, etc.,

Worked on improving quality comprehension of products across products, where we experimented with changes in how we take in customer reviews (via text/voice/ image/ video), ratings, etc.,

#### ixigo

Sep '19 - Jul '21 • Product Designer

Built an in-house flagship free cancellation product (ixigo Assured), which resulted in adoption of 20-30%. 2x increase in new user signups. Additionally, worked on a brand overhaul of ixigo's flights app with a seamless-connected design paradigm.

Designed the MVP for gogoBus (an intercity bus service startup). Worked on experiments like sentiment dashboards, chat-builder platform and few other internal tools.

### CONSULTING GIGS

#### Intel India & Global • Animator

Intel aimed to teach AI to the youth, where we made character riggings, explainer videos & collaterals.

#### Twid Pay • Consultant

Crafted digital experience of a rewards based payment startup.

### EDUCATION

NIT Durgapur • B.Tech (Mech Engg.)

2015 - 2019 | CGPA: 8.18/10

St. Michael's High School • CBSE

2015 (Grade 12) | Score: 95.40%

Don Bosco Academy • ICSE

Grade 10 | Score: 94.20%

### SKILLS

#### Design & Research

Product thinking, User journeys/ flows, Wire-framing, Sketching, Story-boarding, Product documentation, User research, Data analysis and deductions with tools like Clevertap, Mixpanel.

#### Prototyping & Animation

Rapid prototyping using Marvel/ Invision, Click-mocks, Low/ High fidelity prototyping, Micro-Interactions and app animations using After-Effects.

### SOME TOOLS THAT I LOVE

Figma

After-Effects

Notion

Illustrator

Miro

Lookback