Aaryan Singh
Senior Product Designer.

(currently based in 🇮🇳 India)

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WORK EXPERIENCE

Meesho

Dec '22 - present • Senior Product Designer

Currently crafting a bidding based shopping experiment, app open frequency enhancers & experiments on image search. Plus mentoring junior PDs since June '22.

Aug '21 - Dec '22 • Product Designer II

Solved 0-1 discovery related problems. Achieved an overall impact of **+1.7% first order activation.**

Worked on engagement levers, i.e, a pilot of a games platform (achieving **3x increment in app opens**), and stuffs like quizzes as games, unique reward & gamification frameworks, etc,.

Improved product quality comprehension, where we experimented with various customer reviews forms (via text/ voice/ image/ video), emoji vs star ratings, meta-attributes, etc,.

Contributed in design system by crafting local components, UT/ UR framework from scratch, app visual surface design, etc,.

ixigo

Sep '19 - Jul '21 • Product Designer & APM

Built a free cancellation product (ixigo Assured), which resulted in **booking increment of 20-30% for flights**.
Additionally, worked on a brand overhaul of ixigo's flights app focusing on a seamless-connected design paradigm.

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

Kommunicate.io

Jun '19 - Aug '19 • Product Design Consultant

Worked on a Saas based (human + bot) hybrid CX platform.

CONSULTING GIGS

Intel India & Global • Animator

Intel aimed to teach AI to the youth, where we made character riggings, explainer videos and media components.

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, 0-1 Construct framework, User journeys, Wire-framing, Story-boarding, Product documentation, Async communication, User research, Data analysis and deductions with tools like Mixpanel, etc,.

Prototyping & Animation

Micro-Interactions and app animations using After-Effects/ Framer/ Lottie, Rapid prototyping using figma, Click-mocks, Low/ High fidelity prototyping.

SOME TOOLS THAT I LOVE

Figma

After-Effects

Notion

Illustrator

Miro

Lookback