

Aaryan Singh

Senior Product Designer

Looking for opportunities @  UK  Ireland  EU

WORK EXPERIENCE

QuillBot (Learneo) • AI-augmented writing tool

May '23 - present • Lead Product Designer

Leading AI detector, Paraphraser (cash cow), and Grammar Checker products against uncertain headwinds from Open AI, etc.

Achieved a **40%+ net conversion lift** via paraphraser mode recommendations on web, onboarding **animations** that drove an **additional 6% lift during sale**, initiatives around feature discovery, and mobile 1st UX (~**11.8% lift**). And crafted AI detector's vision concept.

Spearheaded product strategic planning. Mentored juniors and taught back motion design, data analytics, and AI hacks to peers. Prepared data charts, analysed user feedback, and collaborated with the AI research, and UXRs team to stay ahead of market trends.

Meesho • eCommerce, 500M+ downloads

Dec '22 - May'23 • Senior Product Designer

Built a bidding-based shopping system from scratch and worked on image, text, and voice search. **Mentored and managed junior PDs.**

Aug '21 - Dec '22 • Product Designer II

Solved **0-1 discovery**-related problems. Achieved an overall impact of **+3.8% first-order activation.**

Worked on engagement levers, i.e., a pilot of a games platform (achieving a **3x increment in app opens**), and projects like quizzes as games, loyalty program, rewards and gamification frameworks, etc.

Contributed in **Design Ops** by crafting local components, usability testing framework, app visual design & rebrand, coherent metrics dashboards, etc.

ixigo • Travel, 100M+ downloads

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

Built the flagship insurance product, ixigo Assured, which resulted in a net **booking lift of 20–30% for flights**. Additionally, we completely redesigned the flights app, developed an MVP bus product, created sentiment dashboards, and established an internal CX platform.

Intel India & Global • Animator (May '20 - Jan'21)

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

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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

2013 (Grade 10) | Score: 94.20%

SKILLS

Prompts or generative AI for modern workflows; data analysis; UXR; facilitations

Employ AI as a thought partner, Product thinking, 0-1 frameworks, storyboarding, Async communication & documentation, User research through surveys and in-person, Structured team presentations, Frequent intra-team teachings, Data analysis with tools like Amplitude, Mixpanel, etc.

Prototyping & Animation

Micro-interactions and in-app animations using After-Effects/Lottie, prototypes using Figma, Click-mocks, and video sampling through Cavalry.

SOME TOOLS THAT I LOVE

Figma After-Effects ChatGPT ClaudeAI
Illustrator Notion Amplitude Userlytics
Ustesting.com