

Aaryan Singh

Senior Product Designer

(currently based in  India)

WORK EXPERIENCE

QuillBot, Inc. (Course Hero)

May '23 - present • Senior/Lead Product Designer

Crafting AI assisted writing for US and Asian markets.

Meesho

Dec '22 - May'23 • Senior Product Designer

Built a bidding based shopping from scratch, Experiments on image, text & voice search. Mentored & 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 3x increment in app opens), and stuffs like quizzes as games, unique reward & gamification frameworks, etc.,

Contributed in Design Ops & Systems by crafting local components, UT/ UR framework from scratch, app visual surface design & rebrand, coherent metrics dashboards, 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.

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

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

Kommunicate.io • Product Designer (Jun '19 - Aug'19)

Worked on a 3 month contract at a SAAS based (human + bot) hybrid CX platform.

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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

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