

# Aaryan Singh

## Product Designer.

(currently based in India 🇮🇳)

aaryan.singh096@gmail.com

<https://www.aaryanhowhan.com/>

(+91)-90311 55904

### WORK EXPERIENCE

#### Meesho | Product Designer II

Aug '21 - present

Worked on revamping overall quality perception of products across portfolios, involving review input addn, voice product feedback, ratings & reviews ,etc,.

#### ixigo | Product Designer

Sept '19 - July '21

Shaped core flows for the brand overhaul of ixigo's flights app with focus on motion and connected design paradigm. 2x increase in new user signups and 3x bump in repeat user login. Responsible for ixigo Assured (Native insurance) product which saw an attachment rate bump of ~20%.

Designed complete MVP product experience for gogoBus (An intercity bus service). Worked on other disproportionate experimentals in Internal dashboards, funnel optimizations, etc.

#### Kommunicate | Product Designer (Contract)

June '19 - Aug '19

Worked on a SAAS human + bot hybrid customer support platform. Designed features as per the clients' requirements.

### CONSULTING GIGS

#### Twid Pay | UX Designer

Crafting digital experience for a rewards based payment paradigm, based on earn/ burn and other metric.

#### Intel India & Global | Animator

Aimed to teach AI to the youth, made character riggings, explainer videos and collaterals.

#### Shunya | Product Consultant

Launched an MVP of the Shunya android app aimed at making e-teaching and e-learning smoother.

### EDUCATION

#### NIT Durgapur | Btech (Mech Engg.)

2015 - 2019, CGPA : 8.18 /10

#### St. Michael's High School | CBSE

2015 (Senior Secondary), Score : 95.40 %

#### Don Bosco Academy | ICSE

Secondary, Score : 94.20 %

### SKILLS

#### Design & Research

Product thinking, User journeys/ flows, Wireframing, Sketching, Story-boarding, Product documentation, User research, Data analysis and deductions with tools like Clevertap & Metabase.

#### 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
Sketch	Marvel
Flinto	Notion
Illustrator	Miro
Confluence	