



# ABHIJIT SINGH

Product Designer

## CONTACT

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## EDUCATION

### Thapar University, India

Bachelor in Computer Engineering

2012 – 2016

**Activities:** Joint Secretary – Literary Society, Deputy Secretary General – TU Model United Nations

## SKILLS

### Product & Design

Product strategy  
Market research  
Data analysis  
User research  
Personas  
Information architecture  
Wireframes  
Interactions  
Rapid prototypes  
Usability testing  
Visual design

### Tools & Technologies

Sketch/Figma  
Adobe Creative Suite  
Balsamiq  
Invision  
Zeplin  
HTML/CSS  
Javascript

## WORK EXPERIENCE

### Vacation Labs / Product Designer

July 2016 – Present

- › Handled end-to-end, full-stack design from user research, prototyping, testing, to design specs, & iterative feature additions.
- › Lead the design on two major projects – *Rentals* and *FlexiPay*.
- › Designed and managed the development of multiple projects outsourced to external agencies, eg. *Template Directory* and *Search for Website Builder*.
- › Established a standard design process and workflow to drive projects from ideation to completion within the given constraints.
- › Worked closely with the founder and the sales team to chart out product strategy and lay down the product roadmap.
- › Collaborated with project managers, designers, front-end developers, back-end developers, marketing experts, and sales consultants on a regular basis.
- › Actively participated in hiring decisions and mentored design interns.

### Vacation Labs / Design Intern

January 2016 – June 2016

- › Designed the Website Builder Module that significantly expanded the target market and boosted sales by over 40%.
- › Set up processes to increase design efficiency and smoothen design handoff and subsequent delivery.

### Peek-a-Boo / UX-UI Design

July 2015 – August 2015

- › Conducted basic market research, generated the information architecture, and user flows. Formulated and designed the MVP of the Android app.

### Beon Systems / Design Intern

June 2014 – August 2014

- › Part of the design team for a purpose-built mobile operating system for foreign travellers named Trabug (<http://trabug.com>).
- › Designed the web interface and logo for Jedi Labs (Chicago based startup) and the logo for Air Ganesha (travel booking company).
- › Designed the e-commerce website interface of an international shoe brand.