

Yogesh Singh, User Experience Designer

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TECHNICAL PROFICIENCIES

TOOLS	Figma Axure RP Adobe XD Sketch Miro/Mural Adobe Photoshop Adobe Illustrator HTML/CSS WordPress Jira Confluence Agile Methodology
UX SKILLS	UX Design User Research Usability Testing Prototyping Wireframing Design Systems Competitive Analysis Information Architecture Design Thinking Design Strategy User Personas Journey Mapping Visual Design Data Visualization
SOFT SKILLS	Communication Collaboration Problem-solving Presentation Workshop Facilitation Leadership

EMPLOYMENT HISTORY

User Experience Designer II, ALSAC - St. Jude Children's Research Hospital Dec 2019 – Present

- Improved user experience and operational efficiency by designing a digital opt-out option for fundraising kits, resulting in \$170k annual savings.
- Reduced event data error rates from 15% to 1% by utilizing prototyping and usability testing, ensuring data accuracy, and saving substantial post-event correction time.
- Streamlined Marathon Bib Assignment application by implementing a user-centered design approach to the user experience, eliminating 500 hours of manual work annually.
- Collaborated with designers, developers, and product managers on the development of St. Jude Design System to ensure consistency across over 50 products, promoting brand uniformity and accessibility.
- Achieved a high System Usability Scale (SUS) rating of 86% through iterative design and usability testing, leading to a 1% increase in total donation due to improved transaction flow and reduced user effort.
- Led the user research to identify blood donation experience pain points and worked with the leadership and C-suite to introduce a revamped Blood Donation experience at the annual ALSAC Town Hall.
- Increased audience participation by 400% through user-centered design workshops and expanded educational outreach among teams and individuals, highlighting leadership and collaboration skills.

User Experience Designer, DePaul University, Chicago, IL Aug 2018 – Jun 2019

- Designed and implemented the ODI Conference 2019 website, leveraging user research and web design skills to optimize user experience and saved \$3500 by eliminating need for external resources.
- Collaborated with teams and individuals on design principles and best practices to brainstorm, research, and test client user experiences for Fortune 500 companies.
- Revamped design-to-development processes, by streamlining web development workflow within agile framework using Axure RP, leading to 25% improvement in collaboration with designers and developers.

User Experience Design Intern, Continental AG, Deer Park, IL Oct 2018 – Mar 2019

- Led MVP design of car audio tuning software for their enterprise business partners, resulting in 2x boost in engineer efficiency and 50% decrease in errors.
- Conducted usability tests to validate a new user experience, which improved usability, as reflected by an average System Usability Scale (SUS) score of 82%.
- Enhanced content discoverability by 100% through information architecture improvements, leading to increased user engagement with the software.

EDUCATION

MS in Human Computer Interaction, DePaul University Mar 2017 – Jun 2019

BTech in Computer Science and Engineering, Guru Jambheshwar University of Science and Technology Aug 2012 – May 2015