

# Yogesh Singh

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## WORK EXPERIENCE

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### **ALSAC – St. Jude Children’s Research Hospital – Memphis, TN, USA**

#### **User Experience Designer**

*Dec 2019 – Present*

- Led four cross-functional Agile teams to research, design, and test fundraising experiences achieving an average SUS rating of 86% and a 95% reduction in training.
- Overhauled the annual St. Jude Memphis Marathon Bib Assignment experience, resulting in a reduction of up to 500 hours of manual work annually to just 30 minutes.
- Facilitated UCD Workshops to educate and empower individuals and teams within the organization, leading to a 400% increase in audience in FY20.
- Co-authored the St. Jude design system with designers and developers, establishing, documenting, and maintaining brand standards for a portfolio of 50+ products.

### **DePaul Innovation Development Lab, DePaul University – Chicago, IL, USA**

#### **User Experience Designer**

*Aug 2018 – Jun 2019 / 11 months*

- Developed and launched Lab's flagship Optimizing Digital Innovation (ODI) Conference 2019 website in-house, yielding substantial cost savings of \$3500.
- Revamped the web development process in Agile environment, resulting in 25% reduction in development time and fostering collaboration among designers and developers.
- Collaborated with teams and individuals to brainstorm, research and test client products for Fortune 500 companies' B2B and B2C streams.

### **Continental AG – Deer Park, IL, USA**

#### **User Experience Design Intern**

*Nov 2018 – Mar 2019 / 5 months*

- Collaborated with two Agile multidisciplinary teams to redesign an MVP of car audio tuning software, tailored to meet the needs of engineers and enterprise partners.
- Improved audio tuning software experience that resulted in a 2x increase in engineers' efficiency and a 50% reduction in error rates.
- Spearheaded comprehensive usability tests to optimize the user experience, resulting in 100% improvement in findability and an average SUS rating of 82%.

## EDUCATION

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### **DePaul University – Chicago, IL, USA**

#### **MS Human Computer Interaction**

*Mar 2017 – Jun 2019*

### **Guru Jambheshwar University of Science and Technology – Hisar, India**

#### **BTech Computer Science and Engineering**

*Aug 2012 – May 2015*

## SKILLS

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### **UX Skills**

UX Design

User Research

Interaction Design

Usability Testing

Prototyping

Wireframes

Competitive Analysis

Design Sprint

Customer Journey Mapping

Persona Development

### **Tools**

Figma

Axure

Adobe XD

Sketch

Miro/Mural

Adobe Creative Suite

HTML/CSS

Jira

Confluence

### **Soft Skills**

Teamwork

Communication

Workshop Facilitation

Presentation

Public Speaking

Leadership

Creative & Visual Thinking