



Yogesh Singh

Senior UX/Product Designer

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[Xing Profile](#)

[Portfolio Website](#)

SUMMARY

Senior UX/Product Designer with 6+ years of experience designing **complex applications** and leading end-to-end **user-centered product development**. Skilled in **UX/UI design, human-centered thinking, and structured design processes**—from **user research and usability testing** to design systems and guidelines. Experienced in **convincing stakeholders, establishing company-wide UX processes**, and fostering a **UX mindset across organizations**. Adept at **information architecture, user flows, prototyping, and usability testing** to deliver scalable, accessible, and consistent solutions.

EMPLOYMENT HISTORY

Senior UX/Product Designer, ALSAC, Chicago, USA

Dec 2019 – Sep 2025

- Led UX strategy with **user research, usability tests, and analytics-driven insights** to redesign the mobile-first opt-out and quick-pay workflows, resulting in over \$170k in savings and \$800K in increased payments within a year.
- Led the UX design for an **AI-based lead-gen dashboard and recommendation system** that simplified workflows and reduced manual analysis time by 30%.
- Led UX strategy across a suite of **enterprise SaaS products, working closely with engineers, product managers and stakeholders** to drive **information architecture** and improve online communication preference management.
- Facilitated **20+ UX workshops and stakeholder sessions** to align product direction, refine concepts, establish a feedback channel for the UX team and promote a **UX-first mindset**.
- Co-created a **unified design system used across 50+ digital products**, increasing consistency, scalability and accessibility.
- Conducted regular **user research, usability tests and A/B tests**, leading to a 25% improvement in key satisfaction metrics.

User Experience Designer, DePaul University, Chicago, USA

Aug 2018 – Jun 2019

- Created **wireframes, prototypes, and user flows for B2B web applications**, enhancing navigation, and content discoverability.
- **Partnered with agile teams to improve user journeys**, reducing design-to-development turnaround by 25%.
- Delivered impactful microsites and **high-fidelity prototypes using Adobe XD**, contributing to cost savings and improved user engagement.

User Experience Design Intern, Continental AG, Deer Park, USA

Oct 2018 – Mar 2019

- Led the **end-to-end redesign** of car audio tuning software for enterprise **business partners (B2B)**, doubling the product's efficiency and improving accessibility.
- **Conducted usability tests and user interviews** to validate new interactions, achieving an average System Usability Scale (SUS) score of 82 and significantly improving overall usability.
- Utilized **information architecture to enhance content discoverability** by 100%, significantly increasing users' workflow speed within the software.

TECHNICAL PROFICIENCIES

Tools Figma, Axure RP, Sketch, Flinto, Lottie, Miro, Mural, Adobe Creative Cloud, HTML, CSS, WordPress, Jira, Confluence, ChatGPT, Copilot, v0, Lovable, Agile methodology

UX Skills UX Design, User Research, Usability Testing, A/B Testing, Prototyping, Wireframing, Design Systems, Competitive Analysis, Information Architecture, Design Thinking, Design Strategy, User Personas, Journey Mapping, Data Visualization, Accessibility (WCAG 2.2)

Soft Skills Communication, Collaboration, Problem-Solving, Presentation, Workshop Facilitation, Leadership, Analytical Thinking, Mentorship, Coaching, Stakeholder Management

EDUCATION

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

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

LANGUAGE PROFICIENCIES

German Beginner (A1)

English Native (C2)

CERTIFICATIONS

McKinsey Forward Program *Jul 2025*

Leading with Innovation in the Age of AI *Mar 2025*

Design Thinking in the Age of AI *Feb 2025*

Innovation/Workshop Design Specialist, AJ&Smart *Jun 2024*

Design Sprint Specialist, AJ&Smart *May 2024*

PROFESSIONAL AFFILIATIONS

Vice President of Public Relations – St. Jude Toastmasters Club *Mar 2024 – Sep 2025*

Co-chair of Asian American Pacific Islander Employee Resource Group – ALSAC – St. Jude Children’s Research Hospital *Jun 2024 – Sep 2025*

AWARDS

ALSAC Annual Hackathon Winner *2023, 2022, 2019*