



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 **accessible, user-centered** solutions across **web and mobile**. Skilled in **systems thinking, user research, prototyping**, and translating insights into meaningful design decisions. Experienced in building **design systems, facilitating workshops, and collaborating closely with cross-functional teams** to create cohesive, **data-driven** and scalable user experiences in dynamic, fast-paced environments.

EMPLOYMENT HISTORY

Career Development/Relocation

Feb 2025 – Present

- Relocated to Germany and investing in **professional upskilling** aligned with the European job market and design leadership such as **McKinsey Forward Program & Behavioral Design Bootcamp**.
- Building proficiency in emerging tools and methods (e.g., **GenAI for prototyping/testing**) to enhance product design practice.

Senior UX/Product Designer, ALSAC, Chicago, USA

Dec 2019 – Feb 2025

- Owned the **end-to-end strategic design of a mobile-first** opt-out platform, using **stakeholder interviews, usability tests, and iterative prototyping** to deliver a seamless experience that reduced print & shipment costs by \$170K annually.
- Revamped the quick-pay payment experience **user behavior analysis, creating prototypes and A/B testing**, yielding a 1.24% increase in online payments by \$800k.
- Designed a **data-driven, AI-powered** lead-generation dashboard by mapping agent workflows and defining critical **user journeys**—accelerating prospect conversion and campaign optimization.
- Collaborated with cross-functional teams, including Product and Engineering**, to create the **Design System** and interactions, **ensuring scalability and accessibility** for 50+ digital products.
- Led the redesign of multi-channel communication UX (email, SMS, phone, mail) through **user research and design thinking workshops**, improving consistency and user engagement.
- Led cross-functional design thinking workshops**, increasing audience participation by 400% and fostering collaboration across teams & **encouraging best industry practices**.

Career Development

Jun 2019 – Dec 2019

- Focused on career development through self-directed learning, **UX certifications**, and skill enhancement in **design systems, prototyping tools, and accessibility standards**.

User Experience Designer, DePaul University, Chicago, USA

Aug 2018 – Jun 2019

- Led the end-to-end development process** of the ODI Conference 2019 website, leveraging **user research and web design** to save \$3500 by utilizing in-house resources.
- Collaborated with multi-disciplinary teams** to brainstorm, research, and test B2B client user experiences for Fortune 500 companies, applying design principles and best practices.
- Streamlined the design-to-development workflow** by 25% through agile methodologies and interactive prototyping, improving collaboration between design and development teams.

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, Agile methodology

UX Design, User Research, Usability Testing, A/B Testing, Prototyping, Wireframing, Design

UX Skills 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

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

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

Certified Innovation Leader (Workshop Facilitation), AJ&Smart

Jan 2024

Enterprise Innovator (Workshop Facilitation), AJ&Smart

Nov 2023

PROFESSIONAL AFFILIATIONS

Vice President of Public Relations – St. Jude Toastmasters Club

Mar 2024 – Feb 2025

Co-chair of Asian American Pacific Islander Employee Resource Group – ALSAC – St. Jude Children's Research Hospital

Jun 2024 – Feb 2025

AWARDS

ALSAC Annual Hackathon Winner

2023, 2022, 2019