



Gaurav K Singh

PRODUCT AND UX/UI DESIGNER

Product Designer with a CS & AI background. I craft **intuitive, human-centric interfaces** backed by technical feasibility. Currently at CA Monk, I translate **complex systems** into **simple, engaging experiences** that align with business goals.

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WORK EXPERIENCE ~2 YEARS



CA Monk

Product Designer Dec 2024 - Present (1 year)

- **Established the 'Monk' Design System (Tokens & Components)**– Built a centralized library of atomic components using Auto Layout and variables. Solved the technical constraint of "design-dev drift" by mapping Figma tokens directly to CSS variables, reducing frontend rework and cutting design-to-ship time by ~25%.
- **Redesigned First-Time User Experience**– Leveraged qualitative and quantitative insights (Heatmaps, Session recordings, Interviews) to identify user confusion regarding welcome rewards. Revamped the entry experience to clearly visualize immediate value, reducing cognitive load and friction. Reduced sign-up drop-offs and achieved a ~28% higher profile completion rate for new users.
- **Optimized the AI Resume Builder Flow**– Transformed a rigid, CA-specific form into a generalized, flexible and modular experience. Highlighted AI generation features to speed up workflows, reducing form abandonment by ~18% and cutting creation-to-export time by ~33%.
- **Designed the Mentorship Platform (0 → 1)**– Owned the full lifecycle, transitioning the product from a restrictive WordPress plugin to a custom design tailored for a React application. Conducted competitive benchmarking, developed distinct user personas to map role-specific journeys and edge cases, leading to a reduction in support tickets and an uplift in session bookings.
- **Continuous Data-Driven Iteration & Execution**– Established a feedback loop using UX audits, analytics, and support tickets to identify user friction across multiple products. Partnered with Engineering to rapidly ship solutions, leveraging my technical background to ensure pixel-perfect implementation. These efforts improved user engagement and supported business growth, scaling the platform to 60k+ active users.



Lakhani Financial Services

Visual Designer May 2023 - Aug 2024 (1.3 year)

- **Strategic Information Design**– Translated complex financial models into digestible visual narratives for investor pitch decks. Led discovery sessions with 15 founders to align design with business vision, helping 3 startups secure funding.
- **Performance Marketing Design**– Designed high-conversion campaigns across Google & Meta. Achieved a 2.6% CTR (outperforming industry benchmarks) by optimizing visual hierarchy based on performance data.

EDUCATION

B.Tech in Computer Science & Engineering (Hons)

2020-2024 | 7.93 GPA

- *Majors in AI/ML*
- *AIESEC Marketing Head (Led a team of 10)*
- *Smart India Hackathon (Top 5 Finalist)*

COURSEWORK

Google UX Certification

Introduction to Web Accessibility by W3C
(Audit mode)

SKILLS

Core Design:
Information Architecture
Interaction Design
Design Systems
UI Animations
Wireframing & Prototyping

Research & Strategy:
Problem Discovery
Behavioral Analytics
User Research
Usability Testing
Persona Creation

Technical:
HTML/CSS
React (Basics)

Tools:
Figma (Auto-Layout, Variables)
Adobe CC
Linear
Generative AI