

# Harsh Deep Singh

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## Experience

<b>Nference Labs</b> UX Designer April 2021 - Present	<p>Currently leading the efforts for collective platform redesign with a primary focus on enhancing the user experience and bringing a modern look and feel to the platform.</p> <p>Worked closely with the RoundGlass Foundation team in launching their website which showcases RGF's ongoing efforts for bringing holistic wellbeing to the state of Punjab.</p>
<b>RoundGlass</b> Product Designer Dec 2018 - Apr 2021	<p>Lead the efforts for collective platform redesign with a primary focus on enhancing the user experience and bringing a modern look and feel to the platform.</p> <p>Worked closely with the RoundGlass Foundation team in launching their website which showcases RGF's ongoing efforts for bringing holistic wellbeing to the state of Punjab.</p> <p>Collaborated with the RoundGlass Sustain team in launching the first version of their platform that now has more than 100k visitors per month</p> <p>Developed the v2 of the RoundGlass Corporate website that led to a 37% increment in visitor traffic and received honorable mention on CSSDA.</p>
<b>Adobe</b> Product Designer April 2021 - Present	<p>Explored 'Moments of Delight in Documents' as the main project for 6-month design internship.</p> <p>Prototyped 50+ ideas during the course of the internship that came from conducting user interviews, literature surveys, and brainstorming sessions with the design team.</p> <p>Conducted app audits for Acrobat beta releases to identify bugs and suggest fixes and improvements.</p>
<b>Zomato</b> Product Design Intern April 2021 - Present	<p>Conducted interviews with the users for understanding their behavior and pain-points while using the Zomato web app.</p> <p>Worked closely with the design and product team in redesigning Zomato gold, Table reservation, Zomato for developers, and more.</p> <p>Facilitated the product and engineering teams with their ongoing projects by addressing their ad-hoc requests and providing design support.</p>
<b>Razorpay</b> Design Intern April 2021 - Present	<p>Worked with the marketing team in designing creatives to be used for marketing campaigns</p> <p>Worked on card management section of the website, part of a core product called 'Flash Checkout'</p>
<b>EventGraphia</b> Design Intern April 2021 - Present	<p>Worked closely with the founders in launching version 2 of the EventGraphia website</p> <p>Designed creatives to be used in social media and print marketing.</p>

## Education

<b>The LNM Institute of Information Technology</b> B.tech in Computer Science 2014-2018
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## Recognitions

<b>CSSDA</b> UI/UX and innovation award Special Kudos	<b>CSSW</b> Star Website Award
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## Skills

- Product Design
- User Research
- Wireframing
- Visual Design
- Prototyping
- Design Systems
- UI Development

## Tools

<b>Design</b> Photoshop, Illustrator, Adobe xD, Sketch, Invision Studio and Figma	<b>Prototyping</b> Invision, Principle, and Framer
<b>UI Development</b> HTML, CSS, JQuery, Javascript and Vuejs	