

Harshdeep Singh

harshdeep.me
hello@harshdeep.me

Experience

RoundGlass

Product Designer

Dec 2018 - Present

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.

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.

Collaborated with the RoundGlass Sustain team in launching the first version of their platform that now has more than 100k visitors per month

Developed the v2 of the RoundGlass Corporate website that led to a 37% increment in visitor traffic and received honorable mention on CSSDA.

Adobe

Design Intern

Feb 2018 - Aug 2018

Explored 'Moments of Delight in Documents' as the main project for 6-month design internship.

Prototyped 50+ ideas during the course of the internship that came from conducting user interviews, literature surveys, and brainstorming sessions with the design team.

Conducted app audits for Acrobat beta releases to identify bugs and suggest fixes and improvements.

Zomato

Product Design Intern

May 2017 - Aug 2017

Conducted interviews with the users for understanding their behavior and pain-points while using the Zomato web app.

Worked closely with the design and product team in redesigning Zomato gold, Table reservation, Zomato for developers, and more.

Facilitated the product and engineering teams with their ongoing projects by addressing their ad-hoc requests and providing design support.

Razorpay

Design Intern

May 2016 - July 2017

Worked with the marketing team in designing creatives to be used for marketing campaigns

Worked on card management section of the website, part of a core product called 'Flash Checkout'

EventGraphia

Consultant

2016 - 2019

Worked closely with the founders in launching version 2 of the EventGraphia website

Designed creatives to be used in social media and print marketing.

Education

The LNM Institute of Information Technology

B.tech in Computer Science

2014 - 2018

Recognitions

CSSDA

UI/UX and innovation award

Special Kudos

CSSW

Star Website Award

Skills

Product Design

User Research

Wireframing

Visual Design

Prototyping

Design Systems

UI Development

Tools

Design

Photoshop, Illustrator, Adobe xD, Sketch, Invision Studio and Figma

Prototyping

Invision, Principle, and Framer

UI Development

HTML, CSS, JQuery, Javascript and Vuejs