NIDHI SINGH

Product Designer

Spyne AI, Ex-Intervue.io, Coto, Coding Blocks

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Linkedin Profile

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PROFESSIONAL EXPERIENCE

● Product Designer - Spyne AI

June 2024 - Present - 1 year 8 months - Gurugram, HR

CONVERSATIONAL AI, INVENTORY, STUDIO AI, WEB WIDGETS

- Drove end to end UX for - Conversational AI(Vini) from scratch including onboarding, agent management, live chat, calls, action items and smart conversation modules

- Led the design of Spyne's AI-powered inventory management system for used car dealers, covering modules for vehicle onboarding, pricing prediction, invoicing, publishing, website score, media score and sales management

- Unified multiple media generation pipelines (images, 360° spins, and video tours) into a single Virtual Studio platform, simplifying workflows for both internal and external user

- Conceptualized and designed web widgets and Smart View features to enable direct customer engagement (call/chat/email) with AI agents on Vehicle Detail Pages (VDPs)

● UI/UX Designer - Intervue.io

Jan 2023 - May 2024 - 1 year 5 months - Bangalore, KN

REQUEST INTERVIEW, BRANDING, DASHBOARDS, MOCK TEST

- Owned the complete design revamp of the platform and branding, including landing pages, dashboards, and interviewer flows

- Designed intuitive booking, interviewer assignment, and mock interview experiences, improving conversion and student engagement

- Built scalable UI systems for question banks, assignments, and "request an interviewer" features. Collaborated directly with founders and engineering team as the sole designer for 1.5 years, driving design vision and execution consistency

INTERNSHIPS

● Product Design Researcher - Coto

Oct 2022 - Dec 2022 - 3 months - Singapore, Remote

- Designed and tested features like Talkout (real-time voice conversations) and swipe-based content engagement flows, improving user retention and in-app activity

● Creative Designer - Coding Blocks

Apr 2022 - Sep 2022 - 6 months - New Delhi, DL

- Created brand visuals and contributed to the website UI revamp, enhancing the company's digital presence and engagement metrics

PROFESSIONAL SUMMARY

Product Designer with 3+ years of experience crafting **user-centered** digital experiences. Proven expertise in **end-to-end product design** from discovery, research, and **wire-framing** to high-fidelity design. Known for leading complex **0→1 initiatives**. Adept at balancing **user empathy** with **business impact**, collaborating cross-functionally with PMs and engineers to deliver intuitive, **scalable products.**

CORE COMPETENCIES

Product Design

User Research

Wireframing

Information Architecture

AI workflow

Leadership

Stakeholder Management

Design Systems

Interaction Design

Visual Design

Rapid Prototyping

Design Research

UAT

SOFTWARE PROFICIENCY

Figma

Adobe Creative Suite

Notion

Protipie

Jira

Cursor

Google Suite

No-code Tools (v0, Blink, Lovable)

Basics of React, HTML, CSS, JavaScript

EDUCATION

B.Tech - Computer Science

Aug 2019 - June 2023

- Head Of Design for all cultural events