

# NIKHIL SINGH

Studying MFA Interaction design at SVA. 5+ years of work experience as a product designer.

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## WORK EXPERIENCE

### Landmark Group - Senior UX Designer

OCT 2019 - AUG 2020 | DUBAI, UAE

- Led the design for [stylishop.com](https://www.stylishop.com), a fast-fashion E-commerce platform for Saudi Arabia and the UAE. Achieved 100k+ downloads, 3000 daily orders and an average cart size of 250 AED in 8 months.
- Analyzed user behavior from qualitative & quantitative research. Conducted a design audit to fix major UX flaws and created a design system that increased customer acquisition by 79%.
- Facilitated the engineering team to build a progressive web app. Helped set up the process for usability testing, data analytics using the platforms like user zoom and content square.

### RoundGlass - Design Associate

FEB 2018 - SEP 2019 | GURGAON, INDIA

- Redesigned version 2.0 of the [Collective platform](#) after conducting usability testing with a Minimum Viable Product in the market.
- Prototyped and tested new features/concepts to expand the current product offering. Coordinated with stakeholders to plan, track and deliver on the project timelines using agile scrum methodology.
- Created a web design language system for all the websites of [RoundGlass](#). Registered 34% increment in visitor traffic.

### RoundGlass - Product Designer

MAR 2016 - JAN 2019 | MUMBAI, INDIA

- Launched [Cross](#), a tablet-based practice management solution used by 450K+ doctors in 1200+ Indian cities to discuss 500K+ medical cases on a daily basis.
- Conducted user research on a focused group of patients and doctors to understand the gaps in the healthcare industry. Conceptualized product through competition analysis, user journeys, information architecture and wireframes.
- Pioneered an MVP for the general wellbeing platform. This later evolved into a corporate wellbeing solution which is currently a flagship B2B product offered by RoundGlass.

### Zomato - Product Designer

AUG 2015 - FEB 2016 | GURGAON, INDIA

- Shipped version 14.0 of [Zomato](#) app for both the android and iOS platform. Improved on critical user pain points which increased the customer base by 8%.

## TinyOwl - Product Designer

JUL 2014 - JUL 2015 | MUMBAI, INDIA

- Collaborated with the business & product team to build key features for the app like dish recommendations, referrals and a new payment experience which led to 1700+ daily orders.

## EDUCATION

### School of Visual Arts, NYC

MFA INTERACTION DESIGN: SEP 2020 - MAY 2022

- Graduate Merit Scholarship
- Lecture Assistant
- Course Assistant: Crafting Interactions

### Delhi Technological University, New Delhi

B.TECH, ELECTRONICS AND COMMUNICATION  
ENGINEERING: AUG 2010 - MAY 2014

- First Class: 60.2% (CGPA: 7.6/10)
- Research Student: DTU AUV Project

## SKILLS

USER RESEARCH, EMPATHY MAPPING  
PERSONAS, CUSTOMER JOURNEY  
INFORMATION ARCHITECTURE, WIREFRAMES

USER EXPERIENCE DESIGN, VISUAL DESIGN  
MOTION PROTOTYPING, HTML/CSS/JS,  
USABILITY TESTING, PRODUCT PLANNING

## TOOLS

SKETCH, FIGMA, ADOBE ILLUSTRATOR  
ADOBE PHOTOSHOP, BALSAMIQ, MIRO

ZEPLIN, INVSION DSM, ABSTRACT, PROTOPIE  
MARVEL APP, VISUAL STUDIO, TRELLO, JIRA

## AWARDS

- CSS Design Awards: [UI, UX and Innovation Award](#)
- CSS Design Awards: [Special Kudos Award](#)
- CSS Winner: [Star Website Award](#)
- Winner of Strategic Innovation in Product/Service Design, SVA Interaction Design

## PUBLICATION

Design and Development of an [Autonomous Underwater Vehicle \(DTU AUV\)](#)