

# NIKHIL SINGH

6+ years of work experience in product design. MFA Interaction design candidate at the School of Visual Arts: Class of 2022.

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## EXPERIENCE

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### Viasat Inc

Product Design Intern

MAY 2021 – AUG 2021

New York, US

- Improved the design of add-ons services page in the [Buy Viasat](#) (E-commerce) flow to uplift the sale. Organized unmoderated testing sessions on 10+ participants to validate new designs.

### Landmark Group

Senior User Experience Designer

OCT 2019 – AUG 2020

Dubai, UAE

- Led design for [stylishop.com](#), a fast-fashion E-commerce platform for GCC countries. Achieved 100k+ downloads, 3000 daily orders and an average cart size of 250 AED in 8 months.
- Conducted a UX audit of the previous app and analyzed the behavior of online fashion buyers (qualitative study) through 18 focused group discussions with 111 people in Saudi Arabia & UAE.
- Redesigned the new app, which increased customer acquisition by 79%. Created the design system to build a Progressive Web App and internal platforms for merchandising & inventory.

### 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 product offering. Coordinated with stakeholders to plan, track, and deliver on project timelines using agile scrum methodology.
- Created a design system to redesign all the websites of [RoundGlass](#). Registered 34% increment in visitor traffic.

### RoundGlass

Product Designer

MAR 2016 – JAN 2018

Mumbai, India

- Launched [Cross](#), a tablet-based practice management solution used by 450K+ doctors in 1200+ Indian cities to discuss 500K+ medical cases daily.
- Coordinated 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.

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## Zomato

Product Designer

AUG 2015 – FEB 2016

Gurgaon, India

- Shipped version 14.0 of [Zomato](#), for both the Android and iOS. Improved on critical user pain points which expanded 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

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### School of Visual Arts, NYC

Masters of Fine Arts, Interaction Design

SEP 2020 – MAY 2022

New York, US

- Graduate Merit Scholarship, Lecture and course assistant.

### Delhi Technological University

B. Tech, Electronics and Communication Engineering

AUG 2010 – MAY 2014

New Delhi, India

- AIEEE Scholarship: Top 1% student, [Research Paper: 5th gen DTU AUV](#)

## SKILLS

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User research, Empathy mapping, Personas, Customer journey, Information architecture, Wireframes, User experience design, Visual design, Motion prototyping, HTML/CSS/JS, Usability testing

## AWARDS

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- 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