

Pravneet Singh

Product Designer

Bangalore, Karnataka, India (Relocation Negotiable)

[Telephone](#) [Email](#) [Case Studies](#) [Linkedin](#)

EXPERIENCE

Qilin Labs · Bengaluru, India · Remote - *Product Owner (Contract)*

July 2023 - August 2023

- Led the hiring process of a team of freelancers, successfully staffing 5 major projects within a 2-month period, demonstrating effective team management and leadership.
- Strategically defined product metrics, achieving a 15% increase in data visualization efficiency, and driving data-driven decision-making in product design and development.
- Directed daily team stand-ups and managed weekly sprint planning, fostering a collaborative and transparent work environment that improved team coordination and efficiency.
- Created detailed product requirements and mock-ups, providing clear direction for the development team and reducing back-and-forth communication by 30%.

Intuition AI · Florida, United States · Remote - *Product Designer*

November 2022 - April 2023

Position Impacted by layoffs

- Collaborated with cross-functional teams, including product managers, engineers, and stakeholders, to deliver MVP product within a 3-month deadline.
- Led the web platform redesign with a focus on accessibility, resulting in a 40% increase in user retention and a 25% reduction in user complaints. Ensured WCAG compliance and optimized the user experience for individuals with disabilities. (Statistics by Productboard)
- Reduced time spent on styling and development by at least 30% for the engineering team by implementing and using the Tailwind CSS component library.

What I learned

- Gained experience in project management, including creating and managing timelines, coordinating with team members, and tracking progress to ensure the timely completion of deliverables.
- Acquired knowledge of front-end development technologies such as HTML, CSS, JavaScript, and ARIA, enabling effective collaboration with developers to ensure seamless implementation of designs.

School Integral · Nigeria · Remote - *Product Designer*

August 2022 - November 2022

- Developed a custom offline mode with accessibility in mind, allowing users, including those with disabilities, to access the product without an internet connection, resulting in a 50% increase in active users.
- Conducted surveys and interviews with over 100 rural Africans to understand their needs and challenges in accessing technology.
- Implemented innovative solutions such as using SMS and USSD technology to enable access to the product for users without smartphones or internet access.

- Reduced the average time to complete everyday tasks by 25% based on user feedback and usability testing.

What I learned

- Developed a keen awareness of the unique challenges associated with designing a product for a specific market, including the importance of understanding local regulations and customs such as Nigerian financial regulations.
- Adapted a deep understanding of the importance of preliminary user research in product design and the potential negative consequences of ignoring it.
- Learned the importance of effectively communicating the value of user research to stakeholders and how to advocate for it in the design process effectively.

DocuGen · Dubai, UAE · Remote - *Freelance UI UX Designer*

May 2022 - June 2022

Mianus Capital · New York, US · Remote - *Freelance UI UX Designer*

April 2022 - May 2022

Watergate Solicitors · Nigeria · Remote - *Website Designer*

April 2021 - June 2021

UOA Legal · New York, US · Remote - *Website Designer*

March 2020 - May 2020

EDUCATION

Punjab Technical University · Kapurthala - *Bachelor of Bussiness Administration*

Gained a solid foundation in business principles and practices, complemented by a keen interest in technology and its impact on business operations.

SKILLS

Design Systems · Design Strategy · Front-End Development · Rapid Prototyping · SaaS · Competitive Analysis · Information Architecture · Storytelling · Quantitative/Qualitative Research · Fintech · User-Centered Design · React · Agile Methodologies

Licenses and Certifications

Google UX Design Certificate · Coursera

IELTS Academic English Proficiency Exam · IDP India

Meta Front-End Developer Professional Certificate · Coursera