

Prince Pal Singh

Senior Product Designer | User Experience Designer

palprince@gmail.com · +91 99151 06790 · www.princepaluiux.com
Chandigarh, India · [linkedin.com/in/princepal](https://www.linkedin.com/in/princepal) · [behance.net/princepal](https://www.behance.net/princepal)

EXPERIENCE

Senior Product Designer

Think 360 Solutions Private Limited, Mohali

Jan 2010 – Present · 14 years 2 mos

At Think 360 I have worked with clients such as Stanford-HCI Research, Juniper Networks, Gemalto, Accenture, Packt, Credello, FLdata, and Virtual Dental Care.

My Top Skills:

- User-Centered Design
- User journey mapping
- User Story Writing
- Wireframing and Prototyping
- Collaboration
- Visual Design Integration
- Usability Testing
- Iterative Design
- Branding
- Design System
- MVP Document Writing
- Identify new product improvement opportunities
- Analyse and Validate Market Needs
- Stay up to date on current industry trends
- Present product design ideas to cross-functional teams and stockholders

PROJECTS DELIVERED AT THINK 360

1. Virtual Dental Care, California

- As a Contract Lead Product Designer spearheaded user research initiatives, conducting in-depth analysis to inform design decisions and improve overall user experience.
- Designed intuitive wireframes, user flows, user interfaces, design systems, and interactive prototypes using industry-standard tools like Axure, XD & Figma ensuring seamless user experiences.

- Collaborated closely with cross-functional teams to implement design thinking principles and create user-centric solutions.
- Worked on Patients' and Providers' mobile and web applications, ensuring cross-platform consistency and user satisfaction.
- Contributed to the development of design systems to maintain brand consistency and streamline the design process.
- Successfully reduced customer support inquiries through proactive design improvements.

2. **FLdata**, Jersey City, Sugar Land, TX, United States

- As a Contract Product Designer, I conceptualized and implemented user-centered design processes, resulting in a streamlined and efficient design workflow.
- Created visually appealing and functional interfaces using Axure and Figma for web and mobile applications, focusing on accessibility and inclusivity.
- Ensured alignment between design vision and development capabilities by writing user stories on DevOps for engineers and stakeholders.

3. **Packt**, Birmingham, United Kingdom

- As a Contract Senior UI/UX Designer, Interface Designer & Prototyping conceptualized and implemented user-centered design processes, resulting in a streamlined and efficient design workflow.
- Designed intuitive user interfaces and interactive prototypes using Figma and Axure.
- Played a key role in the creation of a design system aimed at preserving brand uniformity and optimising the design workflow.
- Mentored junior designers, fostering a collaborative and innovative design environment within the team.

4. **Credello®**: Jersey City, New Jersey, United States

At Credello, As a Senior UI/UX Designer, Visual Designer & Usability Tester I help their customers to find the right financial product as easily and interactive as online shopping.

- Created a best cash back credit card finding experience using Adobe XD, and Zeplin.
- Integrated Best Rewards Credit Cards user feedback gathered on UserTesting to reduce user bounce rates by 41%.

Senior UI/UX designer

Trigma, Chandigarh

Dec 2009 - Oct 2010 · 1 yr 11 mos

More than 500 employees working in Trigma. I was responsible for all Creative direction for the organization as well as oversee projects for the organization. I also worked on web designs, branding and UI/UX designs.

Graphic Designer

Net Solutions, Chandigarh

Dec 2007 - Oct 2009 · 7 mos

More 1200+ employees working under one roof. I worked closely with the Art director at the B2B Marketing Department. Designed a variety of projects such as magazine layouts, brand identities, advertisements.

Graphics / Web Designer

Eyork Inc, Chandigarh

Dec 2002 - Oct 2006 · 4 yr 10 mos

As a full-time web designer - Designed and developed various websites for different companies using HTML/Flash. Created all marketing materials including corporate identity, catalogs, advertising, packaging, and trade show graphics.

EDUCATION

Nielsen Norman Group UX Certificate

UX Certification, Jul 2015

In recognition of completing 55 hours or more of rigorous user experience training and passing the related exams. This status demonstrates a high level of dedication to UX education, and a strong commitment to the field of UX. The topics studied provide a solid foundation that rounds out personal, practical experience.

Course Activities:

- Design Tradeoffs and UX Decision Frameworks
- Analytics and User Experience
- Facilitating UX Workshops
- Measuring UX and ROI
- Service Blueprinting

HubSpot Academy

Growth Driven Design for Agencies Certification Course, Apr 2020

Course Activities:

- Build and optimize a website with the growth-driven design (GDD) methodology
- Get a comprehensive introduction to agile web design, project management, pricing strategies, and other growth-driven design skills
- Implement growth-driven design in client conversations and strategies

SS international

Bachelor Science (IT), Aug 2004 – Aug 2007

Bachelor of Science in Information Technology is an undergraduate science course of 3 years comprising 6 semesters. It deals with software, databases, and networking designed to impart theoretical and practical knowledge on storing, processing, and managing information securely.

Skills	Tools	Software
• Product Design	• Axure	• Jira
• User Research	• Figma	• Clickup
• UX Design	• Adobe XD	• Monday
• Branding & Identity	• Miro	• Asana
• Usability Testing	• Final Cut Pro	• Office 360
• UI Design	• Framer	• FB Business Suite
• Wireframing	• Sketch	• Google Ads
• Prototyping	• Illustrator	• Google Analytics
• Qualitative Analysis	• Photoshop	• SEMrush
• User Stories		

PUBLICATIONS

[The Ultimate UI UX Handbook: Unleashing success in Design Career and Aspiring Product Creators](#)

[UI UX Book – An Encyclopedia of 450+ Essential Terms for Aspiring Designers and Product Owners](#)

[Think 360 Blog](#)