VASINI SINGH

SENIOR PRODUCT DESIGNER

📍 Remote, India　　　✉ vasinisingh@gmail.com　　　　in | PORTFOLIO

PROFILE

Creative and user-focused Senior UI/UX Designer with 7+ years of experience crafting AI-powered, SaaS, and consumer digital products. Passionate about designing emotion-led, personalized experiences that connect people and technology. Skilled in transforming concepts into intuitive interfaces, scalable design systems, and engaging mobile/web experiences. Excited by how AI and personalization can redefine how users discover, interact, and feel through design.

EXPERIENCE

ACUMANT TECHNOLOGIES (BIZMETH SOLUTIONS MERGED)
Senior Product Designer │ Nov 2022 – Present

- Designed and launched AI-driven SaaS and sustainability platforms, improving user experience across enterprise and consumer applications.
- Created the Ecoprism Sustainability Platform, enabling ESG KPI tracking and interactive dashboards.
- Developed Eco Bot, automating manual reporting by 40%, improving usability and data engagement.
- Designed an AI Resume Screening App, reducing recruiter effort by 30% through intuitive UX flows and adaptive UI design.
- Contributed to AI Stroke & Triage Detection App, enhancing diagnostic efficiency through empathetic UI for clinicians.
- Recognized in ABB Electrification Challenge — Top 4 (2023) and Top 3 (2025).
- Collaborated with cross-functional teams to align business goals, user needs, and creative vision in all projects.

BIZMETH SOLUTIONS
UI/UX Designer – Websites & App Design │ Mar 2018 – Oct 2022

- Designed responsive web and mobile interfaces for 20+ brands across healthcare, education, and manufacturing.
- Conducted user research, usability testing, and journey mapping, improving engagement by 25% and reducing bounce rates by 15%.
- Advocated for human-centered design and accessibility, boosting navigation scores by 40%.
- Collaborated in cross-functional teams, bridging design, dev, and client goals for scalable UX solutions.

CHHANV FOUNDATION
Community Manager │ 2015 – 2018

- Designed and facilitated community programs and workshops, strengthening empathy and communication—skills now central to design collaboration.

SKUNG COMMXPERTS LIMITED
BACK-OFFICE OPERATIONS │ 2010 – 2015

- Developed strong organizational and process improvement skills, laying the foundation for structured problem-solving in design.

EDUCATION & CERTIFICATION

M.A. IN SOCIOLOGY
2019-2021

B.SC IN BIOTECHNOLOGY
2006 - 2009

GOOGLE UX DESIGN CERTIFICATE
2024

GENERATIVE AI FOR PRODUCT MANAGERS
2025

SKILLS

Design & UX: Wireframing, Prototyping, Interaction Design, Journey Mapping, Design Systems, Visual Hierarchy

Research: User Interviews, Usability Testing, Personas, A/B Testing, Empathy Mapping

Methods: Human-Centered Design, Design Thinking, Data-Driven UX

Tools: Figma, Framer, Adobe XD, Illustrator, Maze, Miro, Notion, Lucidchart, Canva

AI Tools: ChatGPT, Flow AI, Perplexity.ai, Gemini, Gamma.ai

Soft Skills: Ownership, Humility, Collaboration, Communication, Structured Thinking, Curiosity

KEY ACHIEVEMENTS

- *AI-Enhanced Design*: Integrated AI-driven personalization across multiple platforms, improving relevance and user delight.
- *Community & Emotion-Led Experiences*: Designed initiatives fostering human connection through digital interfaces.
- *Design Systems & Scalability*: Built reusable UI libraries improving design efficiency and brand consistency across apps.