

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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WORK EXPERIENCE

Landmark Group - Senior UX Designer

OCT 2019 - AUG 2020 | DUBAI, UAE

- Led 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 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 and data analytics using UserZoom and Contentsquare.

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 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](#), 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

School of Visual Arts, NYC

MFA, INTERACTION DESIGN

SEP 2020 - MAY 2022

- Graduate Merit Scholarship
- Lecture and course assistant

Delhi Technological University, India

B.TECH, ELECTRONICS ENGINEERING

AUG 2010 - MAY 2014

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

SKILLS

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

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

TOOLS

SKETCH, FIGMA, ADOBE ILLUSTRATOR
ADOBE PHOTOSHOP, MIRO, ZEPLIN

INVISION DSM, ABSTRACT, FRAMER,
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