ABHIJEET P. SINGH

● DIGITAL PRODUCT DESIGNER

📍 Dubai, UAE

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✉ softaps@yahoo.com

EDUCATION

● **BSc. IT**

SMU UNIVERSITY,
DELHI, INDIA

JUNE 2009 - MAY 2014

● **Certified Usability Analyst (CUA) – HFI Classroom Certification**

PUNE, MAHARASTRA, INDIA
MAY, 2018 - PRESENT

SKILLS

PROFESSIONAL

● Web Design

● UX/UI Design

● Team Management

● Wireframing

● Prototyping

● Design System

● Usability Testing

ABOUT

A Multidisciplinary digital product designer with 7 years of experience in digital services. I am passionate about improving the lives of others through design and I am constantly looking to learn new things everyday.

EXPERIENCE

LEAD PRODUCT DESIGNER   OCT 2022 – PRESENT

AVEXA SYSTEMS PVT LIMITED, INDIA (REMOTE)

● Requirements & constraints gathering through stakeholder and actual user interviews

● A complete user-centric approach to understanding the business intents as well as user needs and goals.

● Creating prototypes for a better understanding of user flow/ task flow

● Conducting scenario based usability testing with actual users

● Visual UI Screen designs

● Facilitate internal team communication, and bridge the gap between the design team and the development team.

SR. UX/UI DESIGNER   JAN 2020 – SEP 2022

GEMS EDUCATION, DUBAI (ON SITE)

● Work in close collaboration with product owners throughout the project lifecycle to ensure the design meets business goals and end users' needs.

● Helped to formulate UCD Process within the GEMS

● Initiated the adoption of the GEMS Design System.

● Facilitate internal team communication, bridging the gap between visual design and development

● Present and justify design decisions based on User Centred design best practices.

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AWARDS

● **Customer Appreciation Award**

RISHABH SOFTWARES

2017

● **Star Performer Award**

MIND INFOTECH

2012

EXPERTISE

TECHNICAL

● Photoshop

● Miro

● Adobe XD

● Sketch App

● Figma

● Jira

INTERESTS

HOBBIES

● Playing Cricket

● Traveling

● Cooking

● Driving

● Photography

EXPERIENCE   (CONTINUED)

SR. UX/UI DESIGNER   JULY 2019 – JAN 2020

EMIRATES NBD BANK, DUBAI (ON SITE)

● To work closely with the product owners, and marketing team to translate business requirements, client goals, and creative strategy into engaging experiences for their global users across all platforms.

● Create user scenarios, personas, site maps, wireframes, and other artifacts.

● Helping to Build a multiplatform design system in collaboration with the product as well as engineering team.

● Develop interaction design/prototypes from Hi-fidelity wireframes.

● Helping create layout standards for the development team.

LEAD UX/UI DESIGNER   DEC 2016 – JUN 2019

RISHABH SOFTWARE PVT LTD, VADODARA, GUJARAT INDIA (ON SITE)

● Team Management (Interactions, Creating Delivery Milestones and Status Reports on Regular Basis)

● Interaction design includes wireframes, prototyping, and the specification.

● Visual designs using Adobe Photoshop and Adobe XD tools

● Front-end Development by using HTML5/CSS3/JavaScript

LEAD UX/UI DESIGNER   OCT 2013 – APR 2014

POSH TECHNOLOGIES INC., GURUGRAM, HARYANA, INDIA (ON SITE)

● Customer interactions and defining SOW (Socpe of Work).

● Research (Understanding the nature of the problem and studying human behavior. Identify insights and areas of opportunity)

● UX Design strategy (vision, planning, analysis)

● From concept design to interaction design (wireframes, prototyping, specification)

● Visual screens design (Photoshop, high-quality graphics)