Shubhankar

shubhankar.design   shubhankarsingh007@gmail.com   LinkedIn

experience

Bynder
Product Designer
Aug 2022 - Present

- Developed an AI (LLM) based metadata enrichment workflow for asset ingestion which increased uploader efficiency by about 50%.
- Led the redesign of the asset ingestion system, boosting SUS scores to 85+ through customer segmentation and competitive research.
- Developed Figma prototypes for four key features, achieving 90% positive user preference.
- Mapped manual process flows to guide new automation, conducted evaluative testing with Maze and Typeform, improving usability and increasing customer ratings by 30%.
- Collaborated with Staff Designer on a style guide for web app design consistency.

Inhabitr
Product Design Intern
May 2021 - Aug 2021

- Orchestrated a design overhaul for e-commerce solutions, driving a 25% increase in conversions and a 15% reduction in acquisition costs.
- Partnered with data analysts to address checkout abandonment, achieving a 33% drop-off reduction, and led a checkout redesign, boosting conversion by 60% and raising average order value from $280 to $350.
- Developed a digital asset management system that cut asset retrieval time by 50%, enhancing team productivity.

Paytm
Product Designer
Aug 2018 - Aug 2020

- Redesigned a key financial product, reducing drop-off by 50% and boosting NPS scores by 30%.
- Created a data visualization tool that increased platform adoption by 30%.
- Decreased customer support calls by 17 million through an online support center with a self-service knowledge base and interactive chat.
- Conducted testing with Figma prototypes, reducing primary user flow bounce rate by 30%.

education

Rochester Institute of Technology
M.S. Human Computer Interaction
GPA : 3.9

skills

Figma, Framer, Webflow, Sketch, Adobe XD, Principle, Invision, HTML/CSS, Zeplin

User Interviews, Affinity Diagramming, Card Sorting, Information Architecture, A/B Testing, Design Handoff