

Shubhankar Singh

Product Designer with 5+ years in startups, B2B SaaS, and FinTech, backed by strong UX and technical foundations. Currently on H1B work visa.

PORTFOLIO - www.shubhankar.design

WORK EXPERIENCE

Bynder, New York, United States

Leading B2B SaaS company providing Digital Asset Management solutions.

Product Designer

08/2022 – Present

- Designed an AI (Open AI gpt-4) based metadata enrichment workflow for asset ingestion which increased uploader efficiency by 50%.
- Led the redesign of the asset ingestion system which resulted in increased SUS scores from 60 to 85+.
- Created Figma prototypes for migration tooling, achieving 90% positive user preference.
- Mapped manual process flows to guide new automation, conducted evaluative testing with Maze and Typeform, improved usability and increased customer ratings by 30%.
- Led a company-wide style guide refresh achieving visual consistency across the product and boosting internal designer productivity by 50%.

Inhabitr, New York, United States

Series A start-up redefining the furniture rental space.

Product Design Intern

05/2021 – 08/2021

- 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.
- Led a checkout redesign, boosting conversion by 60% and raising average order value from \$280 to \$350.
- Developed detailed wireframes using Figma for seven product enhancements that improved navigation clarity across web interfaces; received positive reviews from stakeholders highlighting usability improvements during project presentations.

Paytm, New Delhi, India

India's largest digital payments platform with 750+ million active users.

Product Designer

08/2018 – 08/2020

- Redesigned the credit card payment product, reducing drop-off by 50% and boosting NPS scores by 30%.
- Spearheaded the integration of user feedback loops in design processes, resulting in a 40% increase in customer satisfaction as measured by follow-up surveys and qualitative interviews.
- Overhauled the internal data visualization tool's navigation UX, leading to a 30% increase in platform adoption.
- Decreased customer support calls by 17 million (from 23 million) through an online support center with a self-service knowledge base and interactive chat.
- Prepared detailed wireframes for five new product functionalities; these designs contributed to an overall increase in application engagement by attracting new user demographics.

CONTACT

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EDUCATION

Rochester Institute of Technology

M.S. Human-Computer Interaction
08/2020 - 05/2022

SRM University

B. Tech. Computer Science
07/2015 - 05/2019

SKILLS

Design:

- Prototyping & Wireframing
- Visual Design
- Interaction Design
- User Interviews
- User Research
- Design Systems
- Information Architecture
- Design Handoff
- Accessibility & Inclusive Design

Product Management:

- Agile Methodology
- Scrum Framework
- Product Discovery
- Product Strategy

Tools and Software:

- Adobe Suite
- Figma / Sketch
- Framer / Webflow
- Jira / Trello / Asana
- Maze / Optimal Workshop
- Principle / ProtoPie
- Dovetail
- Miro / FigJam
- Axure RP
- Google Analytics
- GitHub / GitLab
- HTML / CSS
- Python
- SwiftUI