

Shubham Singh

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PROFESSIONAL EXPERIENCE

Appsquadz Software PVT LTD

UI/UX & Graphics Designer

Noida, Uttar Pradesh

August 2021-Present

Creative UI/UX Designer with 3+ years of experience in crafting user-centric solutions across OTT, education, and finance industries. Proficient in Figma, Adobe XD, Photoshop, and Illustrator. Skilled in collaborating with cross-functional teams to deliver high-quality, business-aligned designs. Known for optimizing usability, driving engagement, and contributing to award-winning projects like Money9 and the Shiv Nadar Foundation app. Passionate about impactful design and team collaboration.

- Spearheaded the design and development of user-centric interfaces for various apps, including OTT and educational platforms, ensuring high user engagement and satisfaction.
- Collaborated closely with product managers, developers, and clients to gather and evaluate requirements, translating business needs into intuitive design solutions.
- Designed and prototyped interactive user interfaces using Figma, while performing Guerrilla Usability Testing to refine and enhance user experiences.
- Led high-profile projects such as Money9, which received the Best User Experience award from IAMAI, and the Shiv Nadar Foundation HCL Group Management App, focusing on creating clear user journeys and conducting usability testing.
- Executed competitor analysis and designed visually appealing interfaces for the Physics Galaxy educational app, aligning with educational goals and target audience needs.
- Improved the Tap It Grocery Delivery App by gathering user feedback, validating product features, and assessing brand perception through targeted user testing sessions.

SKILLS

- **UI/UX Design:** Prototyping, Wireframing, Figma, Usability Testing, Client Management, Team Collaboration, Project Management, Interaction Design, User Research, Adobe XD
- **Tools:** Figma, Adobe XD, Adobe Photoshop, Adobe Illustrator, After Effects
- **Research & Testing:** User Research, Competitor Analysis, Usability Testing
- **Design Principles:** User-Centered Design, Responsive Design, Accessibility Standards

PROJECTS

- **Money9 App and Website:**
 - **Description:** Money9 is a financial management platform that simplifies personal finance, offering news, tools, and expert advice to help users make informed financial decisions. It focuses on delivering easy-to-understand insights for the general public.
 - **Role:** Designed intuitive interfaces and high-fidelity prototypes for the Money9 app and website. Conducted user research and usability testing to improve features. Collaborated with

developers to ensure seamless design integration. Awarded '**Best User Experience in an App**' by IAMAI.

- **Info Hub(Attendance Management App by HCL Group):**
 - **Description:** An attendance management app designed for corporate use.
 - **Role:** Advocated for a user-centered design, ensuring that the interface was intuitive and aligned with user needs, while balancing business objectives.
- **TV9 News App:**
 - **Description:** A news app providing users with the latest news and updates..
 - **Role:** Collaborated with developers to implement designs accurately, created interactive prototypes, and ensured a seamless user experience.
- **Bharat OTT Platform(Mobile App, Website, TV App):**
 - **Description:** An OTT platform designed to provide diverse content to users, focusing on regional and local programming..
 - **Role:** Worked on the UI/UX design to create an engaging and seamless viewing experience. Designed intuitive navigation, interactive prototypes, and ensured the platform aligned with user expectations and industry standards.
- **Physics Galaxy Educational App:**
 - **Description:** An educational app designed for students preparing for IIT and NEET exams.
 - **Role:** Defined educational goals, designed a visually appealing interface, and conducted competitor analysis to ensure the app met the needs of its target audience.
- **Tap It Grocery Delivery App:**
 - **Description:** A grocery delivery app focused on enhancing user convenience and satisfaction.regional and local programming..
 - **Role:** Gathered and evaluated user feedback, conducted user testing sessions, and redesigned the app's navigation to improve the user experience and retention.

EDUCATION

GLA UNIVERSITY, MATHURA

Bachelor of Technology in Computer Science and Engineering

Mathura, Uttar Pradesh

August 2017 – March 2021

- Scored 81.5% aggregate marks.

D.C Lewis Memorial School, Renukoot Sonbhadra, Uttar Pradesh

Intermediate

Sonbhadra, Uttar Pradesh

August 2016 – March 2017

- Scored 64.6% marks in the ICSE Board Examination.

D.C Lewis Memorial School, Renukoot Sonbhadra, Uttar Pradesh

High School

Sonbhadra, Uttar Pradesh

August 2014 – March 2015

- Scored 70.8% marks in the ICSE Board Examination.

AWARDS AND CERTIFICATION

- **Certificate:** Google UX Certificate by Coursera
- **Awards:** Recognized for delivering the 'Best User Experience in an App' by IAMAI for the Money9 App.

LANGUAGES

- **English:** Fluent
- **Hindi:** Fluent

LINKS

- **Behance:** <https://www.behance.net/shubhamsingh255>