

HIMESH SINGH

UX DESIGNER

+91 9555841995 | himeshiitk@gmail.com

ABOUT ME

I have learnt the User Experience basics in M. Des at IITK. After that my ambitions led me to MakeMyTrip, Fidelity International, Times internet, Monotype and now in MilkBasket where I was able to follow core UX design processes, standards and guidelines. Multiple projects for web and mobile were carried out in my tenure of 11+ years, I tried to learn each and everything of travel, finance and gaming domain along with various User Testing sessions. My work delivered solid business results, in turn resulting in an upscale of revenue. I was also credited for creating delightful user experiences. To add further, I have worked on cross-functional portals, persuasive user experience, heuristic evaluation and enhanced usability. I have also envisioned innovative design solutions for exclusive B2C and B2E products. Few of them are Speed-hire saas product, Baazi Now mobile app, Brainbaazi app, Recruitment responsive web, MMT My account, MMT support, MMT Mid office and many more. In my overall experience, I have worked closely with users, product managers, back end and frontend developers, marketing, analytics & content writers. Successfully collaborated with other teams to take many products live within expected timeline.

WORK EXPERIENCE - UX UI DESIGN (11 yrs)

APR 2022 – CURRENT

MILK BASKET, GURGAON, INDIA

LEAD PRODUCT DESIGNER

Job profile: Have responsibility of entire user experience design of our E commerce app and guide my team to deliver results. Collaboration with multiple stakeholders for timely delivery of projects. Setting up processes in design team for developing accountability & ownership mindset.

Main projects:

CIMS: My team have designed the entire portal for customer care executives where they can resolve customers queries including calling feature.

Other project: Enhancing the whole onboarding flow, improving cart experience and smooth food wallet experience and multiple other in app improvements.

MAR 2021 – MAR 2022

MONOTYPE SOLUTIONS, NOIDA, INDIA

Sr. Product Designer

Job profile: To design end to end seamless product experience (E-commerce of products which is fonts). Assist various squads to follow sprint model. Closely work with product managers to define flow and information architecture. Coordinate with various teams & understand tech feasibility to finalize the experience quickly and ready to release within timeline.

Main projects (Responsive designs)

Monotypefonts: I have designed the touchless experience of monotypefonts. com. The whole exercise was to transform offline business enterprise model to digital. Online assisted selling was enabled through designing pricing, cart experience, my account, upgradation of plans, solving use cases of SAAS product, free trial implementation etc.

APR 2018 – MAR 2021

TIMES INTERNET (TIMES OF INDIA GROUP), NOIDA, INDIA

Manager - UX Design

Job profile: To design product from scratch and help product delivery till it get live. Started as a UX designer and then took the role of product manager and coordinated with various teams like back end, front end, content, legal and QA teams. Ideate and improve the conversions of various products mainly gaming and education domain. Wireframe and communicate the same to other teams. Write and get implemented the product requirements. Constantly enhance the product and Improve the funnel, minimize drop offs & achieve success metrics.

Main projects (Mobile & Web Design/Production screen design)

Speedhire: Conceptualize & Design whole online hiring platform where recruiters can create contest

(coding, objective & sub Ques) and candidates can appear for the contest. It includes assessment where recruiters can view performance of candidates through various reports. Work in startup like environment and closely monitor QC testing sessions.

Bingo Game: Research, conceptualize and design a new online game which is streamed live daily on 'Baazi now' mobile app. Wireframe, prototype and test the concepts before finalizing. Also design the production control room screens for producers and anchors. Whole bingo game was launched within record 3 months at very fast pace with all the teams collaborating and sitting together day & night.

Baazi Now app re-design: Redesign whole app with beehive model comprising multiple casual games and tournaments. Re-think and design flows with new app currency. User can earn, redeem and cash out coins. Scope included research and user testing.

SEP 2017 – MAR 2018

NAGARRO.COM PVT. LTD, GURGAON, INDIA

Senior Associate Lead- UX Design

Job profile: UX practitioner for Fidelity International, India (client site). Follow UX design process for problem solving and create solutions. Gather and understand the requirements. Create user journeys and all possible use cases. Collaborate with business analyst, product manager, visual designer, FED resource, Dev team, content writer and publisher, SEO, data analyst and QA team. Create prototype for user zoom (usability test tool).

Main projects (Focus on Responsive Design)

India FIL Site: Bring all the stakeholders together to contribute to research. And created a micro site to attract new talent & increase industry presence.

Login Enhancement: Ideate and create forget username journeys in case of known and unknown device. Closely worked with PMs based out of UK central team.

MAY 2012 – JUL 2017

MAKEMYTRIP INDIA PVT. LTD, GURGAON, INDIA

Assistant Manager- UX Design

Job profile: Design & research based on problem statements. Interaction with potential customers to understand behavioral patterns. Understand requirements, followed by defining workflows and explorations of various problem-solving concepts. Iterating designs along with being in sync with shareholders. Create high & low fidelity wireframes. User Testing. Interaction with product managers & gather requirements. Provide them interaction flows and prototypes. Work closely with the development team and communicate design to them. Review projects to identify gaps between the proposed design solution and the developed product. Provide tangible ideas which carry a potential to upscale business. Modify/Enhance B2B portals.

Mobile Design projects

MakeMyTrip App: New app homepage design, Login and Referral flow for app, Rail booking flow on app, Refund tracker for app, Modification and Cancellation flows for all the LOBs, Payment page user experience.

Standalone App: Train Info Services full app design, Weekend Getaway app.

Other: In app event planning, innovative ideas to share visiting cards & using maps.

Web projects

Post Booking Experience – MakeMyTrip: Itinerary design for all LOBs, Workflows modification & cancellation, Refund tracker for web & mobile. Profile, wallet, help subsections.

Support page: Self-serve portal for users for their queries. Contextual help & detailed FAQs.

Other pages: Air India Holidays, Refund tracker, Payments page, Affiliate & Gift Coupon webpage etc.

B2B portals: Mid office redesign project for hotels and flights. Freedom- B2E website having a booking flow, cart and checkout. Admin pages for car vendors.

Responsive Design Projects- Route planner, Corporate travel, Coupons,

SEO pages of Rails,Holidays, Flights & Hotels

Usability Testing- Conducted UT for various LOBs like Holidays, My account, Quote manager etc. Sharing insights with stakeholders to improve usability.

MAY- JUL 2011
(Internship)

THINKING THREAD DESIGN PVT. LTD, KANPUR, INDIA

Design Trainee: Projects-HUL Packaging Design & design research related with IITK students

JUL 2009- JUN 2010
(Architecture job)

RUDRABHISHEK ENTERPRISES PVT. LTD., New Delhi & AXIS DESIGNERS PVT. LTD, Ghaziabad

Assistant Architect. Architectural and Interior/exhibition design: Meet with clients and take requirements. Conceptualize and find solutions. Make detailed drawings and do site visits. Urban planning: Meet with stakeholders and understand the problems of the locality. Collect data from government offices, schools and hospitals.

EDUCATION

2010 – 2012 **M.DES (9.11 CGPA)**
IIT Kanpur

2004 – 2009 **B. ARCH (72.15%)**
BBD College, Lucknow

ACHIEVEMENTS AND AWARDS

- **1st Prize** in an all India logo design competition for Telecom Regulatory Authority of India, 2011.
- Stick Mania, one of the 3 Best apps in Samsung splash India on TV in 2011.
- **1st Prize** in 'Identify Bad Design' contest in USID Gurukul, IIT Kanpur in 2010
- All India Rank in Common Entrance Examination for Design 2010 – **87**
- All India Rank in Graduate Aptitude Test in Engineering 2010 – **227**
- Prizes for sketching, poster design and cartooning in College fest- UTKARSH, BBD in 2008.

WORKSHOP ATTENDED

User Experience Design by Jumkee Iyengar, design professional
Human Factors in Design by Debkumar Chakrabarti , IIT Guwahati
Visual Communication by Anil Sinha, NID, Ahmedabad
Innovative Design Processes by Prashant Kumar, IIT Kanpur
Product Design by Narendra Ghate, design head, Tata Elxsi Bangalore
Interaction Design by Jyoti Kumar, IIT Delhi
Rainmakers Corporate Training in MMT-, Time- Management, Office communication
Design School- Training by e-commerce design professionals of Flipkart, Redbus, Nearby etc.
UXnow design conference by MMT- attended 6 times and volunteered to make it happen
Unbox Festival- attended workshop to understand the challenges for blind people & typography workshop.

TOOLS & LANGUAGES KNOWN

Figma & Axure RP (Wireframing & prototyping) | Sketch | Invision (prototyping) | HTML, CSS, Java Script (basic) Principle prototype (basic) | Photoshop | Corel Draw | AutoCAD 2D & 3D | 3Ds Max modeling (basic) | Sketch Up 3D

SKILLS

User Experience Design | Qualitative & Quantitative Research | User Centered Design | Wireframing | Information Architecture | Rapid Prototyping | Usability Testing | Heuristic Evaluation | Paper prototyping | Mobile application Design | Conceptualization | Sketching | Logo Design | Industrial Design | Architectural Design | Interior Design

PERSONAL INFORMATION

DOB Feb 21, 1985 | Indian | Married | Father of two daughters

PORTFOLIO LINK

himeshsingh.com