



# Prince Pal Singh

Senior SaaS Product Designer

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## EXPERIENCE

### Senior Product Designer

Think 360 Solutions Private Limited, Mohali  
Jan 2010 - Present

At Think 360 Studio I have worked with AI startups & Mid-level enterprise companies, including **Aiode**, **Args.ai**, **Dental.com**, **Credello**, **Akiba Digital**, **Wellpsyche**, **Packt**, **FLdata**, and **Virtual Dental Care**.

## SKILLS

- AI-Focused experience design
- UI/UX Design
- Design Audit (Heuristic evaluation)
- Prototyping
- Collaboration
- Visual design integration using Figma
- Iterative Design
- Branding
- Design System
- User story and MVP document writing
- Identify new product improvement opportunities
- Analyse and Validate market needs
- Stay up to date on current industry trends
- Present design ideas to cross-functional teams and stockholders

## PROJECTS DELIVERED AT THINK 360

### 1. **Virtual Dental Care**, California

- As a Contract Lead Product Designer, I spearheaded user research initiatives, conducting in-depth analyses to inform design decisions and enhance the overall user experience.
- Designed intuitive wireframes, user flows, user interfaces, design systems, and interactive prototypes using industry-standard tools like Axure, XD & Figma, ensuring seamless user experiences.
- Collaborated closely with cross-functional teams to implement design thinking principles and create user-centric solutions.
- Worked on Patients' and Providers' mobile and web applications, ensuring cross-platform consistency and user satisfaction.
- Contributed to the development of design systems to maintain brand consistency and streamline the design process.
- Successfully reduced customer support inquiries through proactive design improvements.

### 2. **FLdata**, Jersey City, Sugar Land, TX, United States

- As a Contract Product Designer, I conceptualized and implemented user-centered design processes, resulting in a streamlined and efficient design workflow.
- Created visually appealing and functional interfaces using Axure and Figma for web and mobile applications, focusing on accessibility and inclusivity.
- Ensured alignment between design vision and development capabilities by writing user stories on DevOps for engineers and stakeholders.

### 3. **Packt**, Birmingham, United Kingdom

- As a Contract Senior UI/UX Designer, Interface Designer & Prototyper, I conceptualized and implemented user-centered design processes, resulting in a streamlined and efficient design workflow.
- Designed intuitive user interfaces and interactive prototypes using Figma and Axure.
- Played a key role in the creation of a design system aimed at preserving brand uniformity and optimising the design workflow.
- Mentored junior designers, fostering a collaborative and innovative design environment within the team.

#### 4. **Credello®**: Jersey City, New Jersey, United States

At Credello, As a Senior UI/UX Designer, Visual Designer & Usability Tester I help their customers to find the right financial product as easily and interactively as online shopping.

- Created a best cash back credit card finding experience using Adobe XD, and Zeplin.
- Integrated Best Rewards Credit Cards user feedback gathered on UserTesting to reduce user bounce rates by 41%.

## Senior UI/UX designer

Trigma, Chandigarh

Dec 2009 - Oct 2010 · 1 yr 11 mos

More than 500 employees work in Trigma. I was responsible for all Creative direction for the organization, as well as overseeing projects within it. I also worked on web design, branding, and Product UI/UX design.

## Graphic Designer

Net Solutions, Chandigarh

Dec 2007 - Oct 2009 · 7 mos

More than 1200+ employees working under one roof. I worked closely with the Art Director at the B2B Marketing Department. Designed a variety of projects such as magazine layouts, brand identities, and advertisements.

## Graphics / Web Designer

Eyork Inc, Chandigarh

Dec 2002 - Oct 2006 · 4 yr 10 mos

As a full-time web designer, I designed and developed various websites for different companies using HTML/Flash. Created all marketing materials, including corporate identity, catalogs, advertising, packaging, and trade show graphics.

## EDUCATION

### Nielsen Norman Group UX Certificate

UX Certification, Jul 2015

In recognition of completing 55 hours or more of rigorous user experience training and passing the related exams. This status demonstrates a high level of dedication to UX education and a strong commitment to the field of UX. The topics studied provide a solid foundation that rounds out personal, practical experience.

#### Course Activities:

- Design Tradeoffs and UX Decision Frameworks
- Analytics and User Experience
- Facilitating UX Workshops
- Measuring UX and ROI
- Service Blueprinting

### HubSpot Academy

Growth Driven Design for Agencies Certification Course, Apr 2020

#### Course Activities:

- Build and optimize a website with the growth-driven design (GDD) methodology
- Get a comprehensive introduction to agile web design, project management, pricing strategies, and other growth-driven design skills
- Implement growth-driven design in client conversations and strategies

### SS international

Bachelor Science (IT), Aug 2004 - Aug 2007

Bachelor of Science in Information Technology is an undergraduate science course of 3 years comprising 6 semesters. It deals with software, databases, and networking, designed to impart theoretical and practical knowledge on storing, processing, and managing information securely.