

**Shubhangi Singh** [shubhangisingh10@gmail.com](mailto:shubhangisingh10@gmail.com) | [Linkedin](#) | [Portfolio](#) | +1 (551) 697 9558 | Jersey City

**Product Designer with 5+ years designing and shipping enterprise and consumer SaaS products, owning ambiguous problems and delivering scalable, high-impact solutions.**

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## Experience

**BCG X, Boston Consulting Group** | New York, NY

*Jul 2023 - Present*

### Experience Designer (Product Design)

- **Led end-to-end product design** for 10+ SaaS and AI platforms across banking, healthcare, automotive, and energy, owning UX from discovery through launch.
- **Designed scalable SaaS platform** for a \$57B HR solutions company using Salesforce Lightning, aligning UX with technical constraints and reducing **feature implementation time by 30%**.
- **Owned design of pricing and decision-support product** for a \$9B automotive manufacturer, translating complex business logic into executive workflows and reducing **pricing analysis time by 70%**.
- **Partnered with CEO and senior leadership** to deliver executive-ready prototypes showcased globally, influencing **€100M+ in projected margin impact**.
- **Led end-to-end design and low-code implementation of 20+ Webflow landing pages** to enable rapid market validation across five A/B testing cycles, increasing **qualified lead conversion by 28%**.

### Experience Designer Intern (Product Design)

*Jun 2022 - Aug 2022*

- **Redesigned customer portal** for a \$20B energy client serving 7M users, simplifying self-service workflows and reducing **support tickets by 18%**.

**Pratt Institute** | New York, NY

*Jan 2022 - May 2023*

### Design Tutor

- **Sole design tutor** for **350+ students at Pratt School of Information**, offering expert support on design tools and UX/UI best practices and **leading 2 hands-on design workshops** to strengthen applied learning outcomes.

**Fractal Ink Design Studio, Merkle Company** | Mumbai, India

*Jul 2018 - Sep 2020*

### Senior User Interface Designer

- **Led team of three to design MVP** for electronics retailer's website and app serving 12M customers, delivering responsive experience that increased **conversion rates by 15%** at launch.
- **Optimized user journeys** for hyperlocal eCommerce platform with 30M customers using data insights and A/B testing, improving checkout flow and reducing **cart abandonment by 12%**.

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## Education

- **Pratt Institute, School Of Information** | New York, NY  
*Master of Science in Information Experience Design*

*Aug 2021 - May 2023*

GPA: 3.94

- **National Institute Of Fashion Technology** | Mumbai, India  
*Bachelor of Design in Fashion Communication*

*Aug 2014 - May 2018*

GPA:3.42

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## Achievements

**Winner, Amazon Music Hackathon 2023 | UI Excellence Award, Fractal Ink Design Studio, 2019 | India's Best Design Project, Indidesign & Indipool Magazine, 2019 | All India Rank 121, NIFT Admission Exam (23,000 aspirants), 2014**

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**Skills:** Product Design, End-to-End UX and UI Design, Interaction Design, Design Systems and DesignOps, Information Architecture, Usability Testing, Experimentation and Validation, Accessibility (WCAG), SaaS and Platform Design, Generative AI UX, Vibe Coding | **Tools:** Figma (with AI features), Claude Code, Cursor, Lovable, Webflow, Miro, Adobe Creative Suite, UserTesting, Google Analytics, Accessibility tools (Axe/WAVE)