

Shubhangi Singh

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Senior product designer with **5+ years** owning **AI platform and enterprise SaaS design**, from 0-to-1 discovery through scaled systems, driving measurable business impact across **banking, energy, automotive, and HR**.

Experience

BCG X, Boston Consulting Group | New York, NY

Jul 2023 – Present

AI Experience Designer, Product Design

- Led **end-to-end product design as sole designer** across 10+ AI and SaaS platforms in **banking, healthcare, automotive, and energy**, owning UX strategy, research, and delivery from discovery through launch.
- Designed and owned a **GenAI-powered performance management platform** for a **global energy company with \$5B market cap**, translating complex agentic workflows into executive-ready prototypes showcased to **120+ senior leaders** and influencing **€100M+ in projected margin impact**.
- Conducted **ethnographic interviews** and led **cross-functional workshops** to define product strategy for a **leading US financial services company**, translating user insight into validated design direction.
- Designed scalable **SaaS platform for a \$57B HR solutions company** using **Salesforce Lightning Design System**, aligning UX with technical constraints and reducing feature implementation time by **30%**.
- Owned design of **pricing and decision-support tool** for a **\$9B automotive manufacturer**, translating complex business logic into executive workflows and reducing pricing analysis time by **70%**.
- Led end-to-end design and **low-code implementation** of 20+ **Webflow** landing pages across **five A/B testing cycles**, increasing qualified lead conversion by **28%**.

Experience Designer Intern, Product Design

Jun 2022 – Aug 2022

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

Fractal Ink Design Studio, Merkle Company | Mumbai, India

Jul 2018 – Sep 2020

Senior User Interface Designer

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

Education

Pratt Institute, School of Information — New York, NY

Aug 2021 – May 2023

MS Information Experience Design | **GPA: 3.94**

National Institute of Fashion Technology — Mumbai, India

Aug 2014 – May 2018

BDes Fashion Communication | **GPA: 3.42**

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

Skills

Design: Product Design, End-to-End UX and UI, Interaction Design, Design Systems and DesignOps, Information Architecture, Usability Testing, Experimentation and A/B Testing, Accessibility (WCAG), SaaS and Platform Design, Generative AI UX, AI Agentic Flows, Vibe Coding

Tools: Figma (with AI features), Claude Code, Cursor, V0, Lovable, Webflow, Miro, Adobe Creative Suite, UserTesting, Google Analytics, Axe/WAVE