

Harshita Singh

UI/UX - Product Designer

Portfolio: harshita.studio

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Summary

Versatile Product Designer & UX Researcher with 6+ years shaping end-to-end digital experiences across B2B SaaS, FinTech, EdTech, AI, & enterprise products. Skilled in mixed-method research, UX strategy, interaction design, & accessible design systems. Blends behavioral insights, design thinking, AI, data analysis & front-end fluency to simplify complex workflows into scalable product experiences.

Education

MS in Information Systems, Northeastern University, Boston 2021 - 2023
BA (Hons.) Psychology & Philosophy, University of Delhi 2017 - 2020

Experience

UI/UX Researcher & Designer, Navy Federal Credit Union 2025 – Present

- Led **mixed-method UX research** including heuristic evaluations, task analysis, card sorting, & usability testing; improved **B2B FinTech dashboards & information architecture**, and designed **AI-driven document workflows**, increasing task completion by 14%
- Established UX strategy & governance** for a new design team, building scalable **design systems**; created **AI-assisted workflows**, trained designers & developers, & built **prioritization frameworks** balancing research, product, & business goals
- Led **design sprints & cross-functional workshops** in Agile with product, business, & development stakeholders to align priorities, & validate user mental models; designed **conversational AI** for an internal ticketing system, reducing task time by **35%**

Lead Product Designer, Vibgyor 2017 – 2021

- Led **end-to-end product design** for K–12 EdTech MVP with gamification & rewards; built analytics dashboards with dynamic visualizations & **interactive UI** using Adobe After Effects; boosted engagement through behavioral design
- Conducted 200+ user interviews, stakeholder interviews, usability testing, & **user acceptance testing**; performed **competitor & workflow analysis**, & created personas & **journey maps** to guide product roadmap decisions & **improve adoption by 12%**
- Designed **mobile, tablet & web dashboards** using **Adobe XD & InVision**; applied **responsive design** & interactive patterns including tooltips, modals, & progressive disclosure; collaborated with engineering on **design-to-dev handoff** & reduced **design debt by 30%**

Freelance Projects

Founding Product Designer, Cybersecurity - ObservelD harshita.studio/observeid | 2023 - 2025

- Designed high-fidelity identity security dashboards across **IAM, IGA & PAM**, translating **complex access controls** & risk signals into insights; reduced onboarding friction by 30% & supported enterprise deployments including **Warner Bros.**
- Simplified **complex Joiner-Mover-Leaver (JML) lifecycle workflows** with UX-driven insights; led design of Obi, an **AI security agent** enabling natural-language identity queries, **improving decision speed by 45%**

UI/UX Designer, Asset Management - MentorAPM harshita.studio/mentorapm | 2024 - 2025

- Revamped UX for **iOS & Android** app using **Figma & Mantine**; built a **token-based design system** (Atomic Design) defining **typographic scales** & visual patterns to simplify 100+ asset workflows; implemented **HIG & Material** for consistent UI
- Created **animated splash screens** in **Lottie & Illustrator**; designed personalized onboarding flows & **accessible UI interactions**, enhancing visual engagement & **boosting user retention by 25%**

AI x Web3 - RelAI, UI/UX Engineer harshita.studio/relai | 2025

- Designed & developed a **decentralized reputation registry** for autonomous AI agents, translating complex Web3 data into intuitive **trust-maximizing AI governance dashboards & data visualizations**; won Best App at **ETHGlobal New York 2025 (Zircuit)**
- Owned **visual design & front-end** for transparency metrics & blockchain interactions; leveraged **Web3 tooling** including Next.js, Three.js, MetaMask, & smart contract integration to translate complex on-chain data into intuitive product experiences

Certifications

Google UX Design Professional Certificate (LDFCUM8NHGKD) – Google Career Certificates 2023

Skills

Design: Product Design, Interaction Design, Visual Design, Design Systems, Prototyping, Responsive Design, Data Visualization, AI Experience Design, Information Architecture, Design Governance, Wireframing, Typography, WCAG, Micro-interactions

Research: Mixed-Method Research, Qualitative & Quantitative Data Analysis, User Interviews (1:1 & Focus Groups), Research Strategy, Heuristic Evaluation, Journey Mapping, Stakeholder Interviews, Workflow Analysis, Usability Testing, Affinity Mapping

Tools: Figma, Cursor, Claude Code, Jira, Sketch, Hotjar, Adobe CC (XD, Photoshop, After Effects), Qualtrics, MAXQDA

Front-End: HTML, CSS, JavaScript, ReactJS, Next.js, Vue.js, Material UI, Tailwind, Git & GitHub, Web3, jQuery, Bootstrap