

Harshita Singh

UI/UX - Product Designer

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Summary

Versatile Product Designer & UX Researcher with 6+ years of experience in shaping B2B SaaS, FinTech, EdTech, AI, HealthTech, & enterprise products. Skilled in mixed-method research, end-to-end UX strategy, interaction design, accessible design systems, & simplifying complex workflows. Blends behavioral insights, design thinking, & front-end fluency to deliver scalable, user-centered solutions.

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**; analyzed **user workflows** & translated findings into **data-driven design recommendations** for digital experiences
- Developed **experience prioritization frameworks** to assess **risk, impact, & feasibility**; delivered **research documentation & structured reports** that informed roadmap strategies, identified opportunity areas, & aligned **business priorities**
- Led **cross-functional workshops** in an **Agile environment** with product, business, design stakeholders to capture requirements, align priorities, validate **user mental models**; synthesized findings through **thematic analysis** to guide product decisions

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 handoff** & reduced **design debt by 30%**

Freelance Projects

Founding Product Designer, CyberSecurity - ObserveID harshita.studio/observeid | 2023 - 2025

- Designed high-fidelity identity security dashboards across **IAM, IGA & PAM**, translating **complex access controls**, entitlement sprawl & 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 **After Effects & Illustrator**; personalized onboarding flows, enhanced visual appeal & boosted user retention by 25% through engaging & **accessible UI interactions**

Product Designer, Service Marketplace - Homily harshita.studio/homily | 2020 - 2021

- Led **end-to-end UX** for a **service marketplace MVP** in **11 weeks**; conducted **market & user research** to validate concept, defined flows & features, built **role-based multi-access** mobile-first UI in Figma & contributed to front-end in **React.js**
- Drove launch strategy, GTM assets & stakeholder alignment; created investor pitch decks, onboarding flows, **site maps**, explainer videos, & culturally adaptive UI with launch **video ads** built in After Effects

Certifications

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

Skills

Design: Visual Storytelling, Content design, 2D Motion Design, Design Systems, UX Writing, Prototyping, Interaction Design, WCAG, Wireframing, AI Experience Design, User Flows, Typography, Responsive Design, Branding, Micro-interactions

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

Tools: Figma, Sketch, Hotjar, Miro, Jira, Confluence, Adobe CC (XD, Photoshop, After Effects), Qualtrics, Airtable, MAXQDA

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