

HEMAL SINGH

Product Designer & UI/UX Designer

+91 9177306217 | hemalsingh.career@gmail.com | <https://hemalsingh.framer.website/>
<https://www.linkedin.com/in/hemal-singh/>

PROFESSIONAL SUMMARY

Product Designer with **1+ years** of experience designing complex **SaaS** products from concept to **developer handoff**. As the first UI/UX Designer at Prowess Enterprise, I designed multi-role **B2B** platforms across asset management, logistics, and operations. Outside work, I'm building **AI** products using modern AI tools, giving me experience across product **thinking, design, and implementation**. I enjoy **simplifying complex systems** into products people can understand and use.

Skills

Design: Product Design, UI/UX, Design Systems, Prototyping, Wireframing, Low-to High-Fidelity Design, Mockups, User Research, Information Architecture, Competitor Analysis, User-Centered Design

Interface & Visual: Clean Interfaces, Typography, Visual Hierarchy, Iconography, Material Design & Human Interface Guidelines, Mobile & Web Design

Development: Framer (Expert-certified), No-Code Development, AI-Assisted Building, Rapid Prototyping

Tools & Platforms: Figma, Wonder, Framer, Webflow, Google Flow, Higgsfield, V0 by Vercel, Supabase, Razorpay, Clerk, Vercel, GitHub, Replit, Hostinger, Antigravity, Base44, Chatbase, Codex, n8n, Claude

PROFESSIONAL EXPERIENCE

Product Designer (Freelance) | Self-employed | May 2026 – Present

- Offering freelance **product design, UI/UX design, Framer** web development, and **small MVP builds** (design through build), while building out a client pipeline.
- Building and shipping **my own AI-assisted** products, including **Ownly**, an all-in-one studio platform for independent creatives (client management, proposals, invoicing, pipeline, and time tracking).
- Developing **faster**, more **efficient** personal design and build workflows using **AI-assisted coding** tools.

UI/UX Designer | Prowess Enterprise Pvt. Ltd., Vishakhapatnam | Apr 2025 – May 2026

- Designed the **Asset Management platform** (web and mobile) across **9 modules**, Roles, Employees, Tracking, Procurement, Asset Transfers, and others, each averaging **6-7 submodules** from concept to full product design (**150+** interfaces); built a **30+ component** design system, **cutting development** time by roughly **30%**.
- Designed the **Food Delivery platform** (web and mobile, **200+ interfaces**) serving **5 user types** on one shared design system for **Customer, Delivery Partner, and Feeder** on mobile; **Restaurant** and **Admin** on web, covering the complete order **lifecycle**; built the **40+** component, design system from **scratch**, cutting development time by roughly **30%**, and also built the platform's **marketing site** in **Webflow**.
- Designed the **Logistics & Warehouse Management** platform (web and mobile, **200+** interfaces) by extending the Asset Management **design system**, structuring Warehouse, Hub, and Delivery Partner management into **7 modules** each (Outbound, Inbound, Pick & Pack, Hub Transfers, and more), cutting development time by roughly **20%** through design-system reuse.

KEY PROJECTS & IMPACT

- **Asset Management System** - B2B SaaS, Internal Tool / Supply Chain
Structured the platform into **9 modules** across web and mobile, built a **30+ component** design system cutting development time by **30%** and took the product from concept to full design (**150+ interfaces**) with a developer handoff package.
- **Food Delivery Platform** - B2B & B2C / E-commerce
Designed **5 role-specific** experiences on one shared design system covering the complete order lifecycle; built a **40+** component design system from scratch (**30% faster dev**), delivered **200+** interfaces plus the Webflow marketing site
- **Logistics & Warehouse Management System** - B2B SaaS, Internal Tool / Supply Chain
Extended the Asset Management design system into a Warehouse, Hub, and Delivery Partner platform (**7 modules** per area), cutting development time by **20%** and delivering **200+** interfaces ready for direct dev build.
- **Ownly** - Self-product, Product Design + Full-Stack Build

Designed and **built** an all-in-one freelancer platform (client management, AI proposals, Kanban pipeline, invoicing, time tracking); owned the full loop and shipped it live on Hostinger with Clerk auth, Supabase, Razorpay, and the OpenAI API.

- **Jimmi** - Self-product, AI Image Generation SaaS

Designed and **built** a full AI image generation/editing app with a pay-per-use credit system (1 credit = 1; packs at 199/499/999/1999) and multi-provider routing across 20+ models via fal.ai, using Next.js, Supabase, Vercel, and Razorpay.

EDUCATION

- **Bachelor of Computer Applications** - Aditya Degree College, Vizag | Jul 2022 – Mar 2025 | 8.3 CGPA
- **12th (MPC)** - B.A.S.J.S. Khalsa Sen. Sec. School, Chamkaur Sahib | Apr 2021 – Mar 2022 | 86.6%