

Ajeet Singh (Senior Product Designer)

Product Designer with 5+ years of experience designing scalable consumer and B2B products. Strong at simplifying complex workflows, collaborating cross-functionally, and driving measurable impact across high-growth platforms.

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CORE SKILLS AND TOOLS

SKILLS: Product Design, Interaction Design, Design Systems, Prototyping, Usability Testing, User Research, AI-assisted UX, Information Architecture, HTML/CSS/JS
DESIGN TOOLS: Figma, Lottiefiles, Adobe After Effects, Adobe Illustrator | **AI TOOLS:** Figma Make, Google Stitch, ChatGPT, Gemini | **OTHER TOOLS:** Loom, Jira, Salesforce (familiarity with workflows & integrations), Notion, Git, Github, VSCode | **FRONTEND:** React, TypeScript, JavaScript (ES6+), HTML5, CSS3, Tailwind CSS

WORK EXPERIENCE

Sr. Product Designer at Expedite Commerce (Remote | Feb 2025 - Current)

- Built logic-driven Figma prototypes using variables for E-commerce vertical, improving engineering understanding, reducing interpretation errors, and preventing costly misbuilds before development started.
- Built an AI-powered CPQ platform combining conversational chat with structured configuration UI, cutting configuration time for complex products from 45 mins → 20 mins and reducing sales friction by 60%.
- Designed end-to-end UX for product setup, pricing templates, draft–publish flows, and attribute behavior rules — improving quote accuracy from 82% → 98%, cutting setup time from 10–15 mins → 5–10 mins, and shortening review cycles significantly.
- Created the Genesis eCatalog experience (pricing rules, rounding logic, manual/scheduled publishing), simplifying pricing management and reducing errors while enabling faster updates without needing deep Salesforce knowledge.
- Mapped AI interaction playbooks that replaced a 12-click process with a 3-step conversational flow, improving quoting ease and increasing rep satisfaction per SME feedback.
- Designed the Salesforce ↔ Genesis Sync flow from scratch, introducing clear visibility, better error handling, and reducing operational complexity for sales and ops teams.
- Expanded the Genesis Design System with 20–30 new components, scalable tokens, and AI-assisted documentation — leading to a 30–40% reduction in design rework and faster cross-team alignment.

UX Designer at Qubited (Remote | Sept 2022 - Nov 2024)

- Designed a health app (similar to Pharmeasy) from scratch, resulting in a 92% positive user response and a 10% subscription conversion rate.
- Built a comprehensive design system for scalability and consistency across multiple client projects.
- Worked closely with developers post-launch to iterate and improve the product based on user feedback.
- Designed a food delivery app for the Nigerian market, praised for its intuitive UX and impactful features.
- Led the design process for a fitness app that leverages AI to deliver personalized workouts and diet plans, creating 300+ screens and establishing guidelines for colors, typography, and components to ensure consistency.
- Managed and mentored a team of six designers, ensuring alignment with project goals and client needs.
- Conducted user research, usability testing, and competitor analysis across projects, ensuring user-centric and high-quality outcomes.

Design Lead at Designoweb Technologies (Noida, IN | Feb 2022 - Sept 2022)

- Led the UI & UX efforts and mentored an intern, fostering their skill development.
- Led the design of Scalie (Bench resource management system), automating 50% of manual tasks and reducing administrative workloads by 25%.
- Redesigned the company’s landing pages, resulting in a 12% increase in user retention.
- Designed a dashboard for managing marketing and sales processes, improving team efficiency by 40%. Incorporated user research and usability test findings to ensure usability and clarity.
- Enhanced the UX for a dating app for a German client, leading to a 30% increase in conversion rates.

Product Designer at Commudle (Delhi, IN | Aug 2021 - Feb 2022)

- Improved the end-to-end experience of Commudle's landing pages by identifying UX issues and proposing design recommendations, increasing user engagement from 100K to 400K annually.
- Designed a new About Us page that attracted 5K visits in four months.
- Streamlined user profile pages, leading to a 4x faster completion rate by simplifying the UX.
- Provided illustrations and animations for landing pages, enhancing the visual hierarchy.
- Communicated and implemented technical strategies in collaboration with the CEO during the internship.

VOLUNTEER & LEADERSHIP EXPERIENCE

- Actively organising closed design meetups to help designers connect and share experiences with each other.
- Delivered design talks and sessions at prestigious institutions and communities such as IIT Delhi, Jamia Hamdard, AKG Institute, GDG New Delhi, and GDG Noida, and continue to present at various events.
- Founder & organizer of Pixelpeps—scaled the community from 0 → 8,000 members in 6 months; hosted 7+ events including large offline collaborations with 1,500+ participants.
- Led the design team for DevFest 2019, 2022, and 2023—Delhi’s largest tech festival by Google Developers Group, with 1,000–1,200 attendees each year.

EDUCATION

- Bachelor of Technology in Computer Science Engineering (GTBIT-IPU | Aug 2015 - June 2019)
- Google UX Design Professional Course (Coursera | Aug 2021 - Jan 2022)