

Ujjwal Kumar Singh

UX Designer | Product Designer

New Delhi, India | +91 8851397294 | ujjwal.design23@gmail.com

Portfolio: <https://designbyujjwal.framer.website>

LinkedIn: <https://www.linkedin.com/in/ujjwal-kumar-singh-1366a566/>

Professional Summary

I am a UX Designer with over 5 years of experience building the bridge between complex business goals and intuitive user needs. I specialize in the intersection of **Agentic AI**, **scalable Design Systems**, and **data-driven strategy**. Having architected digital solutions for global leaders like **Accenture**, **DStv**, and **Etisalat**, I have a proven track record of navigating technical constraints to deliver high-engagement products. From pioneering autonomous AI workspaces to optimizing platforms for **177M+ users**, I focus on simplifying the complex to drive measurable business growth.

Work Experience

Accenture | UX Designer | Mar 2024 – Present

(Client: Accenture Internal Project | Agentic AI Projects)

- Architecting a unified **Accenture Design System (ADS)** for Power BI, standardizing high-density charts, tables, and metric cards to ensure enterprise-wide data consistency.
- **Qubits (AI Workspace)**: Architected an **AI workspace** that converts natural language queries into instant visual insights, increasing data analysis efficiency by **30%**.
- **PPM (Predictive Modeling)**: Developed a multi-domain simulation interface in **4 weeks**, replacing static forecasting with interactive modeling and reducing analysis time by **40%**.
- **RMN (Retail Media Network)**: Designed an **autonomous AI agent** that automates the end-to-end ad lifecycle, potentially reducing manual human intervention to less than **10%**.

(Client: Etisalat, UAE)

- Revamped the major "Home Move" journey to resolve network dead-zone pain points and integrated strategic upselling, resulting in a **12% monthly reduction** in shifting requests.
- Led the design of **20+ high-traffic workstreams** for **177.3 million users**, navigating tight deadlines to deliver stakeholder-approved, high-engagement digital experiences.

(Client: Postoffice, UK)

- Re-engineered the counter-clerk workflow for high-stress retail environments, achieving a **70% reduction in query times** to streamline parcel issuance.
- Led the end-to-end UX for **20+ banking workflows**, partnering with Agile teams to deliver accessible, high-engagement solutions for **9.5 million weekly users**.

Tata Elxsi | UX Designer | Dec 2021 – March 2024

- Partnered with leadership to orchestrate end-to-end UX for B2B/B2C applications, developing high-stakes proposals that **secured new clients** and expanded the project pipeline by **20%**.
- Scaled a comprehensive design system for **MBC** across Web, Mobile, and TV, ensuring UI consistency and accessibility for **165 million users**.
- Resolved high-priority UX/UI workstreams for major clients including **Airtel, Tata Play, IGL** etc, to optimize platform performance.

(Client: MultiChoice Pvt LTD)

- Re-engineered the DSTv signup experience into a **unified smart sign-in flow**, reducing customer drop-off by **22%** and resolving legacy navigation friction.
- Led end-to-end redesigns for high-traffic app segments across Sub-Saharan Africa and Europe, optimizing engagement for **12 million active users**.
- Executed **28+ complex UI/UX workstreams** within 9 months, securing senior stakeholder approval and navigating technical constraints under aggressive deadlines.

(Client: Air India)

- Led the end-to-end UX for **Air India's Digital Museum**, blending 3D spatial design with storytelling to bridge the gap between the brand's legacy and a Gen Z audience. This immersive approach successfully would drive new traffic to the core Air India site.
- Navigated a high-pressure, **2-month timeline** to move from initial research and wireframes to full 3D integration, securing senior stakeholder buy-in for Phase 1 through rapid prototyping and clear design vision.

Nickelfox PVT LTD, Noida, Delhi | UX Designer | June 2021 – Nov 2021

- Built a strong technical foundation by delivering **30+ UI/UX designs** for diverse B2B/B2C workstreams. Immersed in professional design philosophy and industry standards through close mentorship from senior leadership and cross-functional developers.

Maruti Suzuki LTD., Gurgaon | UX Design Intern | February 2020 - June 2021

- Designed a high-safety **Head-Up Display (HUD)** user experience tailored to Indian driving conditions, reducing cognitive distraction by **90%** by merging emotional design with eyes-on-the-road interaction.
- Receiving supportive feedback from the professional jury panel for executing the full design lifecycle from ethnographic research to functional prototyping under a high-pressure delivery timeline.

GoMechanic. PVT. LTD., Gurgaon | UX Design Intern | June 2019 - July 2019

- Contributed to the foundational UI/UX of the **GoMechanic** app, developing visual and functional components for the core user journey. Designed high-impact promotional banners and digital media assets to drive brand visibility and user acquisition.

Smartivity Labs PVT LTD, New Delhi | Product Design Intern | June 2018 - July 2018

- Designed **Chakrviu**, a proof-of-concept (POC) board game that gamifies physics by teaching the principles of **centrifugal force** through interactive play.

Freelance Projects

UX/UI Designer | [Avran Studio](#) | Aug – Oct 2024

UX/UI Designer | [Algoprep](#) | Mar – Jun 2024

UX/UI Designer | *Classify* | Jul – Aug 2022

Education

B.Des, Industrial Design

National Institute of Design, Haryana | 2016 – 2020

Commerce Stream (High School)

D.A.V. Public School, Sector - 37, Faridabad, Haryana | 2016

Skills

UX & Product Design:

UX Research, Wireframing, Prototyping, User Flows, Interaction Design, Design Systems, Accessibility (WCAG), Persona Creation, Journey Mapping, Heuristic Evaluation, IA Design, Agentic AI, User Testing, Design Sprints, A/B Testing, Design Handoff, human Computer interaction, Vibe coding, AI workflows

Tools:

Figma, Figma Make, Loveable, Replit Adobe XD, Adobe Creative Suite, Framer, Miro, Notion, Webflow, Zoho, Midjourney, Chatgpt, Perplexity, Gemini

Soft Skills:

Cross-functional Collaboration, Team Management, Agile Methodology, Communication, Time Management