Kritika Singh

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SUMMARY

I'm a UX Design professional with over 4 years of experience crafting intuitive, scalable, and user-centred digital experiences that drive business success. I specialize in creating accessible digital products, including those leveraging AI capabilities, as well as internal tools and customer-facing platforms. I've collaborated across various industries, including EdTech and enterprise SaaS, applying human-centred design principles to enhance product usability, accessibility, and retention. I'm passionate about user advocacy, data-driven design, and building emotionally intelligent products, aiming to bridge the gap between user needs and business goals with every project I undertake.

SKILLS

Design skills: User Research, Usability Testing, Information Architecture, User Journey Mapping, Data Driven Design, Design Thinking, Design Innovation, Team Leadership, Cross-functional Collaboration, Wireframing, Interactive Prototyping, Responsive Web Design, Component Libraries and Design Systems

Technical skills: Adobe Creative Suite, Figma, Miro, Google Analytics, Framer, Balsamiq, HTML, CSS, Cursor, AI-Assisted Development & Deployment

EXPERIENCE

Instantly Creative   **Canada, Remote**

Senior UX Designer   April 2024 to Dec 2024

- Designed Cysterhood, an AI-powered women's health app for PCOS management, integrating AI for personalized symptom tracking and nutrition guidance.
- Leveraged supervised and unsupervised machine learning algorithms to analyzes user input (symptoms, diet, lifestyle) to generate data-driven, personalized recommendations and identify unique PCOS patterns for improved management.
- Created AI-driven user journeys and wellness dashboards to enhance long-term user engagement and retention.
- Developed progressive onboarding experiences, increasing first-time user retention by 15%.
- Streamlined design handoff with modular systems, improving cross-functional efficiency by 4x.

Plotlabs Technologies   **New Delhi, India**

UX Designer   May 2022 to Jan 2024

- Designed Lessonbee Dashboards, focusing on data visualization for educational platforms to track progress and engagement.
- Created modular UI components, reducing design turnaround time by 20%.
- Conducted user research and usability testing to ensure dashboards met educator needs.
- Led design system development, ensuring scalability and consistency across features.

Leverage Edu   **New Delhi, India**

Associate Graphic Designer   Mar 2021 to Apr 2022

- Created 20+ digital designs for study-abroad content, helping improve lead conversions across various channels.
- Collaborated with marketing analysts to iterate on design effectiveness based on click-through and engagement metrics.

McCann Worldgroup   **New Delhi, India**

Art Direction Trainee   Jan 2020 to Jun 2020

- Collaborated with creative team on Census of India 2021 awareness campaigns, contributing to nationwide
  public outreach
- Assisted in conceptualizing and producing ad films, learning end-to-end production processes

EDUCATION

Bachelor of Design   **Patna, India**

National Institute of Fashion Technology   2016 to 2020

CERTIFICATIONS

- HCI (Human-Computer Interaction) from Interaction Design Foundation
- Agile Methods of UX Design from Interaction Design Foundation