

Adesh Singh

Product Designer | End-to-End Product Design • Design Systems • AI-Assisted Design Workflows

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SUMMARY

Product Designer, **3+ years**, end-to-end, research through production QA, across B2B SaaS, enterprise, and consumer products. Founding designer on **DigiLawyer** at BigOh Tech (0→1), where I built the underlying design system over 2+ years. Comfortable with ambiguity, close to engineering, and fluent in AI-assisted design (Claude, Cursor, Figma AI).

SKILLS & TOOLS

Product Design: Product Design, UX Design, UI Design, Product Design, End-to-End Product Design, Interaction Design, Information Architecture, B2B SaaS, Enterprise SaaS, B2C

Design Systems & Research: Component Libraries, Design Tokens, User Research, Research Synthesis, Usability Testing, Competitive Research, Prototyping, WCAG 2.1 AA, WAI-ARIA

Tools: Figma (Advanced), FigJam, Figma Make, Framer, Illustrator, Photoshop, React, Storybook, Git

AI & Analytics: AI-Assisted Design, Claude, Cursor, Figma AI, Lovable, Replit, ChatGPT, PostHog, Microsoft Clarity, Google Analytics, Product Analytics, Data Visualization

Collaboration: Linear, Jira, Asana, Notion, Slack, Miro

EXPERIENCE

BigOh Tech | Noida, Uttar Pradesh

April 2024 – Present

Product Designer

- Established DigiLawyer's design function, shared application from concept to launch in **3 months** as sole design owner of the product area.
- Architected a **25-component React design system** adopted by 20+ engineers and 3 designers across the organization.
- Scaled the design system to **14 themed variants across 14 projects**, trimming new-project setup time from 2 months to under 30 minutes.
- Reduced design-to-development handoff time by **40%** through a scalable component library and structured interaction guidelines, partnering directly with engineering through implementation and QA.
- Ran heat-map and funnel analysis in PostHog, Microsoft Clarity, and Google Analytics to diagnose friction on the PDP, PLP, and search results pages, lifting **MAU by 22% month-over-month from a 20.8K baseline**.
- Redesigned Apollo Diagnostics' which cuts Apollo's monthly prescription-flow drop-off from **10K to 2.8K users (72%)** and lifted revenue **12%**, credited by the client's marketing head.
- Accelerated PIL's data-heavy operations dashboard from **~120 seconds to 2–3 seconds (40–60x faster)** using pagination, loading states, skeleton screens, and a reusable light/dark design system.
- Built a treasury-reporting mobile app for Airtel Digital, reducing reporting time from **1–2 hours to under 10 minutes**.

Groto | Pitampura, Delhi

April 2023 – April 2024

Associate UX/UI Designer

- Rebuilt Andcircus mobile product page, increasing conversion rate **15%** month-over-month by replacing dropdowns with visible size row and live preview.
- Helped STBL.io's founder close a first investment round (amount undisclosed under NDA), before any development began saving initial build-up cost by **20%**.
- Streamlined Product Manager workflow of WithLuna AI by introducing timelines and Kanban boards, reducing ticket-closing time **40%** for a SaaS company.
- Implemented workflow improvements including timelines and Kanban boards of WithLuna AI, resulting in **35%** cost savings through enhanced efficiency.

EDUCATION

DIT University, Dehradun

2023

Master of Design (MDes), User Experience | CGPA: 7.8

AKTU University, Noida

2021

Bachelor of Technology (B.Tech), Computer Science & Engineering | CGPA: 7.2

Certifications: Google UX Design Certificate | Coursera