



JASDEV SINGH

Growth Product Designer - UI / UX

5 years of leading product design, UI/UX, research and growth

www.singh.am

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SKILLS

UX Wireframing, Prototyping, Mockups, Strategy, Personas, User interviews, Usability, A/B Testing, Affinity mapping, Site/app maps, Storyboards, Automation, Growth Hacks, Virality

UI Web design, Mobile design (Android & iOS), Visual design, Typography, Color theory, Style guides, UI Patterns, Atomic Design Systems, Responsiveness, PSD to HTML

TOOLS Figma, Sketch, Adobe XD, Principle, InVision, Zeplin, FullStory, Photoshop, GIMP, Git & GitHub, HTML, CSS, Javascript, Bootstrap, Zapier, WordPress, WooCommerce, Google Analytics

TEAM Sprint, Jira, Kanban, Documentation

EXPERIENCE

Product Designer

Apr 2019 - Present

BookMyShow

Big Tree Entertainment Pvt. Ltd.
Mumbai, India

- India's biggest online movie & event ticket platform. 2B+ monthly page views, 15M+ MAUs.
- Researched & designed a content growth strategy for **Buzz**. Pivoted platform from transaction only to content hybrid during COVID-19. Increased time on content by 300%, & stickiness to 4%. Ad monetization WIP.
- Ran A/B experiments & optimised the existing **Rewards** platform. Improved click rates from 25% to 76%.
- Rethought & redesigned the **Ratings & Reviews** core platform - conducted research, added new touch-points, introduced hashtags for easy review. Increased rating:review ratio from 7% to 31%. 691% growth of hashtags within the reviews ecosystem.
- Ran a pilot test program for Audio QR Contactless Ticketing.
- Collaborating with a team of 10+ product designers, project managers, engineering, & an illustrator.

Sr. Strategist - Creatives

Feb 2018 - Nov 2018

StarClinch

VINSM Globe Pvt. Ltd.
New Delhi, India

- India's biggest Artist & Entertainer booking platform.
- New UX strategy & redesigned SEO-friendly website increased traffic and conversions from 40 to 100+ per day.
- Used Zapier & Integromat to automate manual menial tasks like drip and transnational email campaigns. Improved team's efficiency by 2x.
- Designed a Chrome extension that helped sales team to close deals.
- Designed and developed web forms that helped close client deals & update artist information. Improved TAT by 30%.
- Collaborated with PMs, graphic designers, interns, & CTO.

UI / UX Designer

May 2014 - Mar 2017

Ubinext

Ubinext Software Pvt. Ltd.
Gurgaon, India

- Managed all design operations, created graphic assets, incorporated branding, and did UI/UX of web and mobile interfaces while collaborating with front-end and back-end engineers.
- Designed InfraStitch app which phased out traditional emails & long excel sheets by replacing them with chart & graph data summaries.

EDUCATION

- **Bachelor of Technology, Computer Science**
2010 - 2014
Guru Gobind Singh Indraprastha University
Delhi, India

ONLINE COURSES

- **Human Computer Interaction**
UC San Diego via Coursera
- **Building Mobile Experiences**
MITx via edX
- **Android & Web Design**
Vanderbilt University via Coursera
- **Gamification**
UPenn via Coursera

AWARDS & LEADERSHIP

- Toastmaster by passion. Served as District Webmaster for District 41 (North & East India, Nepal, Bhutan & Bangladesh), 2019
- Winner, Club Speech Evaluation Contest, 2017
Area EI, District 41, Toastmasters International
- Speaker, Guru Tegh Bahadur Institute of Technology, Delhi
- Competent Communicator, Advanced Leader Bronze
Toastmasters International
- Honored as edX achiever at the first edX and MITx Delhi meetup
- Public Relations Trainer at Division C, F, G Club Officers Training
Trained three groups of 15+ club VP PR officers about design, branding & PR strategy

Detailed projects & case-studies in portfolio: www.singh.am