

Aryan Singh

Product Designer

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About Me

I create designs that help solve user's problems which increases business for the organization. I focus on creating a seamless experience that helps users perform their task with ease.

Work Experience

Olyv India (Smartcoin Financials Pvt. Ltd.)

PRODUCT DESIGN INTERN | BANGALORE | SEPTEMBER 2024 - PRESENT

- Significantly enhanced the design QA process by streamlining the handover process alongside Devs.
- Revamped core user flows that led to an increase in multiple business metrics including DAUs.
- Contributed towards maintaining & regularly updating the design system.
- Delivered high priority projects by collaborating directly with PMs & other stakeholders.

Projects

Sikka - A Savings & Investments app for Adults

JUNE 2024 - JULY 2024

- Created a solution that caters to users who have recently joined the workforce or have little to no knowledge about the investment market and wish to start their investing journey.
- Focused on increasing DAUs for the business by addressing multiple user problems identified during interviews and introduced a simplified solution.

Verso - A Book Reading & Habit Building app

MAY 2024 - JUNE 2024

- Learned the importance of collaborating and understanding different view points regarding the same topic.
- Focused on understanding user's problems through interviews and solved them by creating multiple iterations of the product.

Airbnb - Introducing Packages feature on app

48 HR MARATHON | MARCH 2024

- Introduced itineraries/packages as a feature by combining the app's existing architecture of 'stays' and 'experiences' to increase ATV for the business.
- Researched, brainstormed, ideated and delivered the feature within a 48 hour time span as a part of a design sprint.

Education

UX Career Accelerator Program

GROWTHSCHOOL | REMOTE | OCT 2023 - JULY 2024

- Learned user experience design in detail under mentorship of experienced individuals from the industry.
- Understood the impact of design on a business and its importance in an organization.
- Worked on multiple industry ready projects and gained valuable insights.
- Collaborated with a lot of people from different age groups and industries to build and deliver projects successfully.

B.Tech. Mechanical Engineering

AMITY UNIVERSITY, NOIDA | JULY 2019 - JUNE 2023

- As a member of multiple college societies, I was responsible for conducting webinars with industry experts from multinational companies across India.
- Successfully led a team of 4 in a college funded research and design oriented group project.

Design Skills

UX Research | User Interviews | Surveys |
Market analysis | Competitor study

App Design | UI Design | Wireframing | Design
Systems | Prototyping | Low to high fidelity
Design

Empathizing | User Personas | User Journeys |
Usability Testing

Soft Skills

Empathetic | Quick Thinker | Problem Solver
| Self Motivator | Critical Thinking