

# Aryan Singh

## UI/UX 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.

## 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.
- Worked and collaborated with a team of 5 people to successfully build a working prototype of the product.

## Work Experience

### Johnson Controls–Hitachi Air Conditioning Ltd.

REFRIGERATION CYCLE ENGINEER | ON-SITE | JULY 2023–DEC 2023

- Worked with cross-functional teams to deliver tasks on time.
- Developed products for North America as per the team's requirements.
- Undertook testing of one of the many categories of products for the organization.
- Was responsible for design and fitment of components in split ACs.

## 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