

Amandeep Singh

UX DESIGNER

[My Work](#)

I'm a dedicated problem-solver with a commitment to personal growth and professional excellence.

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EXPERIENCE

Senior User Experience Associate - OrangeMantra May 24' - Present

- Conducted comprehensive **user research**, including **usability studies** and **user interviews**, to identify pain points and opportunities for improvement in the Vida companion app.
- Collaborated** closely with cross-functional teams to define project goals, scope, and key performance indicators.
- Redesigned and maintained the C-App, focusing on **enhancing user experience** and ensuring **seamless functionality**.
- Designed and iterated on **innovative features** to meet evolving **user needs** and **business objectives**.
- Created a robust **design system** to streamline the design process, improve consistency, and **accelerate development timelines**.

UX and System Designer - WESEE (Ministry of Defence) June 23' - Dec 23'

- Optimised **user journeys** and **redesigned interfaces** for improved operator experience.
- Conceptualised innovative solutions for next-gen combat management systems for **AI, ML, VR, and domain-specific data**.
- Employed extensive **user research** and various **design methodologies** to enhance navigational accuracy and decision-making, ensuring the design system boosts **design consistency**, developer efficiency, and streamlining handoffs.
- Defined a **design system** to improve **user experience** across multiple ship classes in the Combat Management System.

UX Designer - Content Darzee Jan 21' - Aug 22'

- Assessed product-market fit through **market research** and proof-of-concept development.
- Improved user experiences for 5+ startups through **UX research**, **task flow optimisation**, and **user testing**.
- Analysed existing user flows to reduce drop-offs and **increase retention**.
- Crafted comprehensive **design systems**, establishing design languages and brand identities.

Visual and Communication Designer - GHAAS Pvt. Ltd. June 18' - Aug 20'

- Collaborated with stakeholders to define **brand strategies** and conduct **market research** for early-stage startups.
- Conceptualised innovative marketing campaigns for **new media interfaces**, optimising brand visibility through strategic design.
- Crafted visual identities and designed marketing materials for **cohesive brand alignment and impactful presence**.

EDUCATION

M.Des - Information Design

National Institute of Design, Bengaluru
2021-2024

Bachelor of Engineering - Computer Science

Padre Conceicao College of Engineering, Verna
2014-2018

SKILLS

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|------------------------|---|--------------|---------------|
| ● Interaction design | ● Qualitative and Quantitative Research | ● Figma | ● Framer |
| ● UI Design | ● Data Visualisations | ● Adobe CC | ● InVision |
| ● Rapid Prototyping | ● Information Architecture | ● Sketch App | ● Photoshop |
| ● Wireframing | ● Service Design | ● Procreate | ● Illustrator |
| ● Competitive Analysis | ● Design Systems | ● MS Office | ● Webflow |

ACHIEVEMENTS AND RECOGNITIONS

- Winner - D'source DIC-BHU SDGs Design Challenge 2024
- Longlisted - IIB Information Is Beautiful Awards
- Runner up - Dr. Reddy's Designathon 2022
- Project Feature - RSD Symposium