

Gurgaon, Haryana, India
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SUMMARY

Expert in UX design with a strong foundation in user research, wireframing, and prototyping. Ability to analyze user feedback and conduct usability tests to refine user experiences. Committed to developing design systems and style guides that promote consistency and enhance user engagement across digital platforms.

SKILLS

- User interface design
- HTML and CSS design
- Interaction design
- Prototyping
- Wireframing
- Usability testing
- User research
- Accessibility standards
- Inclusive design
- Responsive design
- Visual design
- Information architecture
- Content design
- Design systems
- Journey mapping
- User feedback analysis
- Agile methodologies
- Cross-functional collaboration
- Design systems

JASPAL SINGH

EXPERIENCE

July 2025 - Current
Lead UI / UX Designer IRIS SOFTWARE - Client - ETS.org | Noida, Uttar Pradesh

- Designed wireframes and prototypes for diverse digital products and services.
- Conducted user research to inform design decisions based on user behavior and preferences.
- Collaborated with cross-functional teams to improve product functionality and user experience.
- Facilitated usability testing sessions to evaluate design effectiveness.
- Created user personas to inform design decisions and improve strategies.
- Analyzed user feedback to refine designs and promptly address usability issues.
- Developed style guides for consistency across all digital platforms.
- Presented design concepts to stakeholders, ensuring alignment with project goals and user needs.

August 2021 - June 2025
Sr. UI / UX Designer IRIS SOFTWARE - Client - Citi Bank | Noida

- Designed and optimized the Metrics & Limits Interface, a centralized tool used by an internal team to manage and track Metrics and Breach Management. Led the research for wire-framing, prototyping and high-fidelity UI design using the Figma tool. Collaborated closely with product managers, business analysts and developers in agile sprints to ensure design aligned with business goals and technical constraints.
- Designed user interfaces that enhanced brand identity, adhered to usability standards, and met accessibility principles.
- Collaborate with stakeholders to gather project requirements and define objectives.
- Created low-to-high fidelity wireframes to effectively visualize key screens and interactions.
- Prepared design assets and style guides to facilitate seamless development handoff.
- Iterate designs based on team feedback and user testing.
- Conducted Usability testing sessions and applied user feedback to improve navigation, reduce data input errors and streamline workflows.

September 2021 - December 2024
Sr. UI / UX Designer IRIS SOFTWARE - Client - Citi Bank | Noida

- Designed and optimized the product inventory interface, a centralized tool used by an internal team to manage and track financial products globally. Led the research for wire-framing, prototyping and high-fidelity UI design using the Figma tool. Collaborated closely with product managers, business analysts and developers in agile sprints to ensure design aligned with business goals and technical constraints.

- Design systems
- User interface design

- Designed user interfaces that enhanced brand identity, usability, and accessibility.
- Collaborated with stakeholders to gather detailed project requirements and define clear objectives.
- Created low-to-high fidelity wireframes to effectively visualize key screens and interactions.
- Prepared design assets and style guides for seamless development handoff.
- Iterated designs based on team feedback and user testing.
- Conducted Usability testing sessions and applied user feedback to improve navigation, reduce data input errors and streamline workflows.

January 2020 - August 2021
Sr. UI / UX Designer Pristyn Care | Gurgaon

- Led user research initiatives, including surveys, user interviews, and heuristic evaluations, revealing critical pain points in patient journey, guiding design improvements.
- Conducted user research to identify shopping behaviors, preferences, and pain points, informing design decisions.
- Translated research insights into user flows, wireframes, and high-fidelity UI designs, enhancing overall user experience with Adobe XD.
- Designed and enhanced user experience for Pristyn Care Digital Platforms, including Patient Booking System, EMR (Electronic Medical Record), Doctors Dashboard, Leads Dashboard for BDMs to convert sales leads, Insurance Dashboard for Insurance Team & Mobile Apps.
- Analyze competitor platforms to identify design patterns, features, and UX gaps.
- Organize products and categories logically for intuitive browsing and navigation.

January 2020 - July 2021
Sr. UI / UX Designer Pristyn Care | Gurgaon

- Led the design and user experience of the BeatXP commerce website, focusing on product discovery, seamless navigation, and high-converting shopping flows. Collaborated with product managers, engineers, and marketers to define user needs and business goals, translating them into scale design solutions.
- Conducted user research to understand shopping behaviors, preferences, and pain points.
- Conducted competitor benchmarking and A/B testing to optimize product details page, checkout, and cart flow, enhancing user engagement and conversion.
- Analyzed competitor platforms to identify design patterns, features, and UX gaps, informing design strategy and improvements.
- Used tools like XD, Hotjar, Google Analytics to iterate based on user behavior, session recording and heatmaps.
- Translate research insights into user flows, wireframes, and high-fidelity UI designs using Adobe XD.
- Arranged product categories to improve user navigation and browsing experience, facilitating easier product discovery.
- Conducted heuristic evaluations to identify pain points across the patient journey.

December 2018 - December 2019
Sr. UI / UX Designer Progressive Commerce | Delhi

- Designed and implemented responsive UI/UX, boosting customer engagement and optimizing mobile usability.
- Developed features for product catalog, real-time order tracking, cart management, and customer login/registration, streamlining user interactions.
- Enhanced end-to-end e-commerce platform for myflowertree.com, improving user experience and supporting increased sales.

July 2014 - December 2018
UI / UX Designer FA Gifts Pvt Limited | Gurgaon

- FlowerAura, E-commerce Flower & Gifting Platform.
- Developed and executed responsive UI/UX designs to boost customer engagement and optimize mobile usability.
- Streamlined user flow in checkout process to enhance conversion rates and minimize cart abandonment.
- Created features for product catalog, real-time order tracking, cart management, and customer login/registration.

January 2014 - July 2014
Graphic Designer and HTML Four Orange | Gurgaon

EDUCATION

September 2023
Bachelor of Computer Application
Shubharti University, Uttar Pradesh

CERTIFICATIONS

User Experience (UX) Design with AI, 03/01/25, IIT Delhi

PERSONAL INFORMATION

Title: Lead UI / UX Designer

BUSINESS DOMAIN AND FUNCTIONAL AREAS

- Banking
- Ecommerce
- Healthcare
- Education

ACCOMPLISHMENTS

- Top Performer Award in the Year 2025