

# Ishant Singh

## Product & UI/UX Designer

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Portfolio Website

Linkedin Profile

## Summary

- 11+ years of experience delivering end-to-end design solutions for mobile, web, and enterprise products.
- Expert at uncovering problems, needs and opportunities associated with users, tech, business and market; and crafting effective solutions that enhance UX and drive measurable business growth.
- Specialised in mobile apps, web-apps, responsive websites, e-commerce, software and interactive screens.
- Worked on AI, SaaS, B2C, B2B, B2E and ERP projects.
- Completed large complex projects with 100% contribution.
- Served clients from rising startups to billion-dollar organisations.
- Worked with CEO, CTO, product managers and other contributors.

## Experience

### Booster Design, Delhi (Design consultancy firm)

Principal designer, founder | NOV 2014 - Current

Lead, design and manage projects from first client meeting to end delivery. Served 12 clients, completed 18 projects, spent time in learning skills required to provide comprehensive design services.

- Led design and strategy for a start-up building AI-based app integration services. Developed branding, logo, and website; crafted digital engagement strategies; and created an animated MVP video and investor pitch deck to support fundraising. Defined product navigation, structure, user journey, and interactions, and designed dashboard and widget to deliver a seamless integration experience.
- Redesigned SaaS-based B2E business travel booking portal; solving five major workflow problems with a single solution; drastically reducing booking efforts and disapprovals through streamlined processes, auto fills, smart search results, warnings and improved approval system. Solved diverse customer need by introducing a modular design for sub-products (flight, hotel, train, bus, car, etc.).
- Designed an end-to-end web and mobile portal for a start-up offering online house design and construction services. Defining functionality, information architecture, user journey and action flows. Guided cofounders on strategies to attract more customers, build trust and service delivery.

### Samsung R&D Institute, Bangalore







Sr. UI/UX Designer | April 2014 - Oct. 2014

- As a part of voice interaction team, explored possibilities to re-define voice interaction with mobile. With team, designed next-gen S-Voice agent (like Siri), worked in Car-UX team also.

## Skills

UI/UX  
Product Design  
Service Design  
System Design  
Cognitive Ergonomics  
Business Strategy  
Innovation  
Visual Design  
Animation  
Video Editing  
  
Android/iOS  
Responsive Design  
HTML/CSS (basic)


## Software Tools

 Illustrator  
 Photoshop  
 Adobe XD  
 Animate CC  
 After Effects  
 Maya 3D

## Education

 **M. Des**

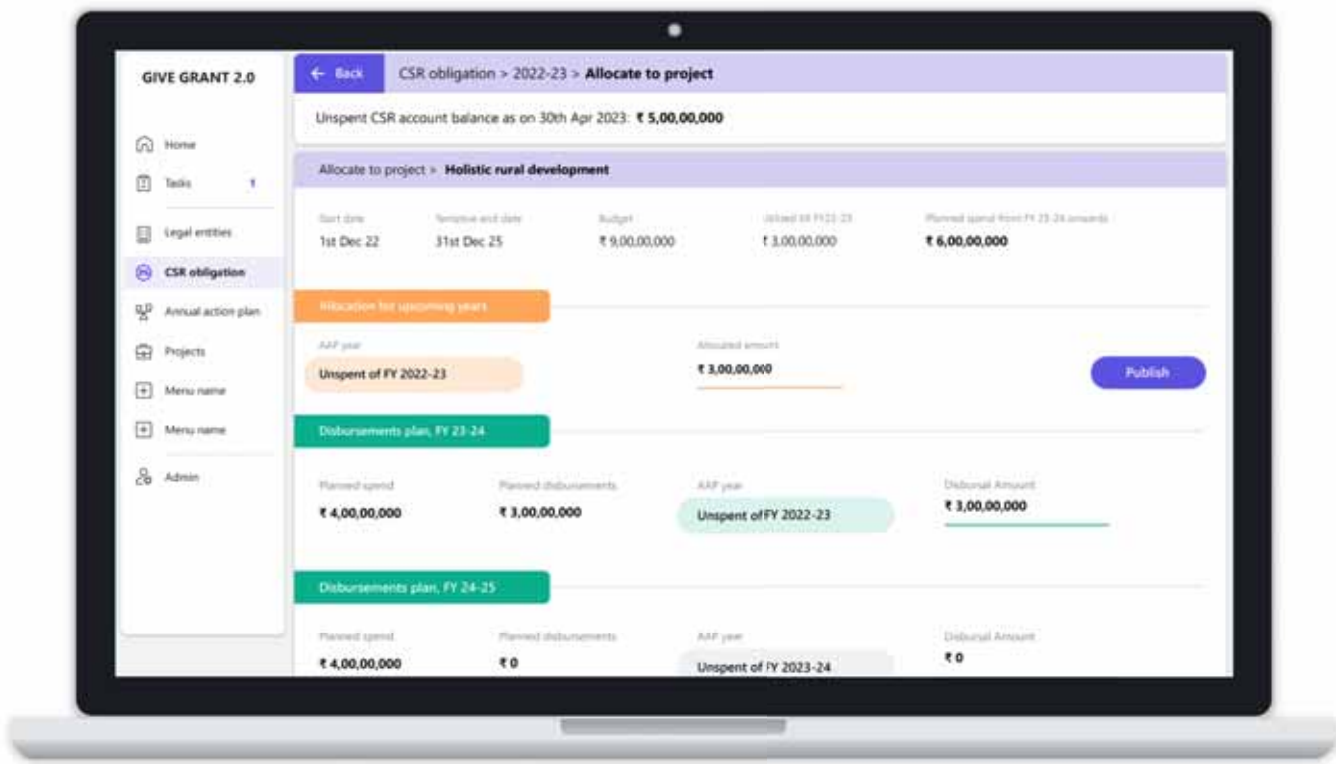
Product Design, 2011-14  
**National Institute of Design**  
Ahmedabad, Gujarat

 **B. Arch**

Architecture, 2006-11  
**Govt. College of Architecture**  
Lucknow, U.P.

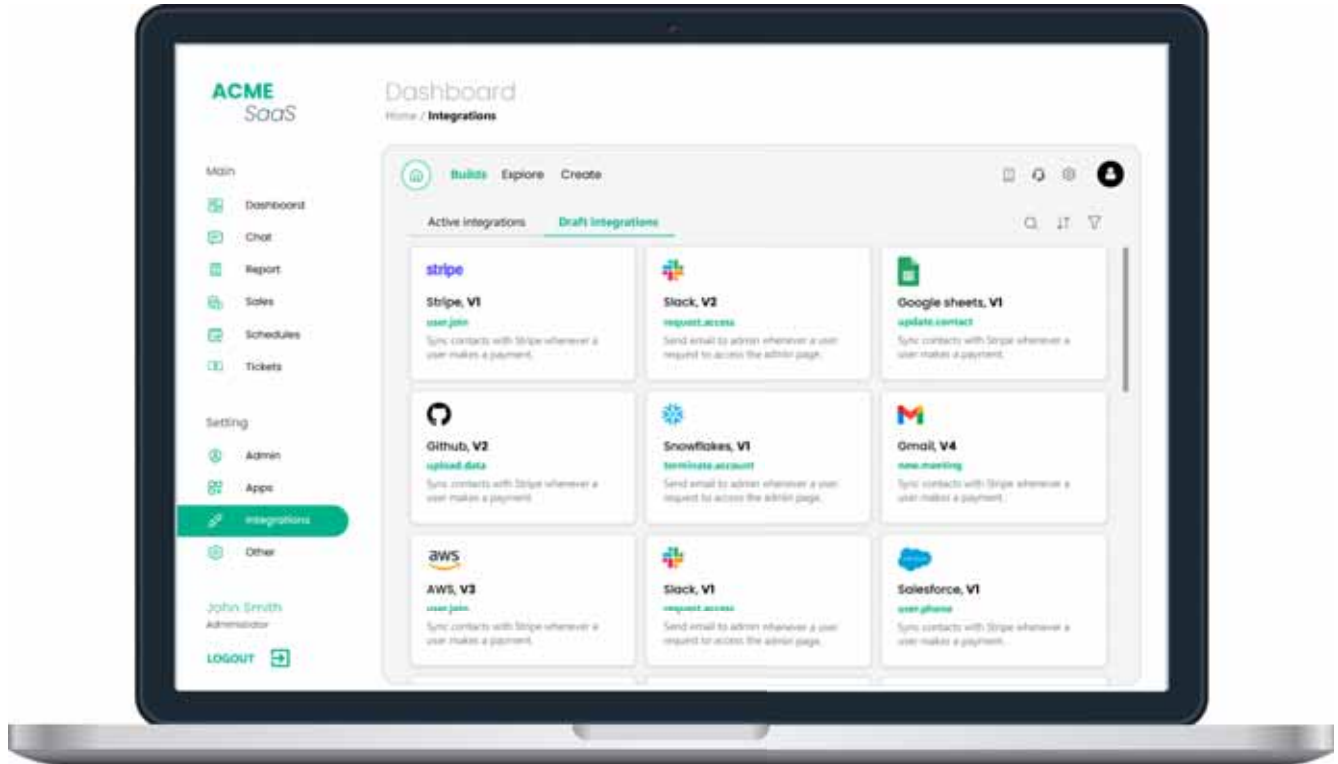


# Projects



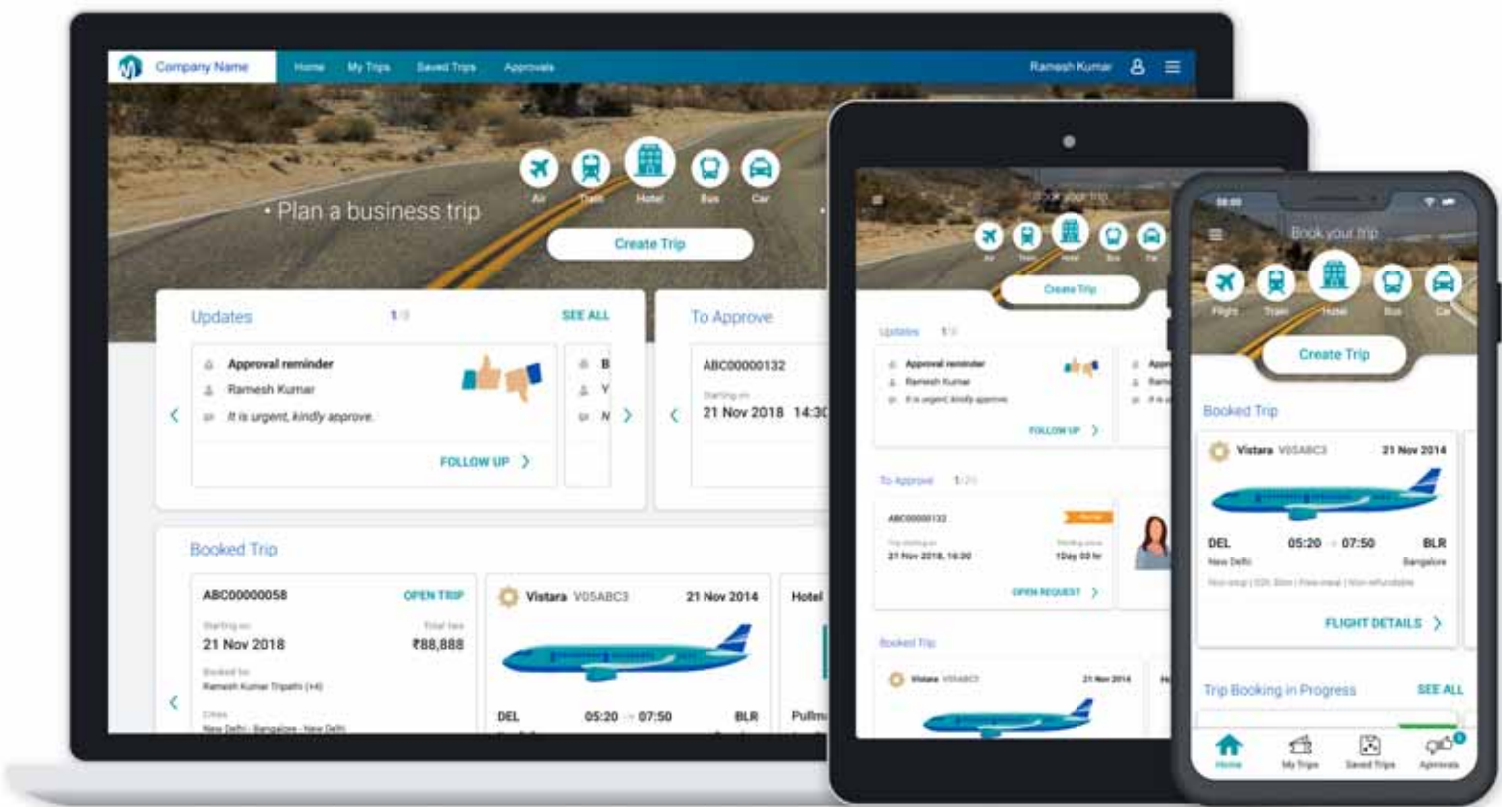
## CSR Fund Management App (SaaS, B2B)

Simplified complex CSR fund management involving multiple obliged organisation and NGOs. Structured and placed information effectively, enabling transparency, accuracy, and ease of use for users.



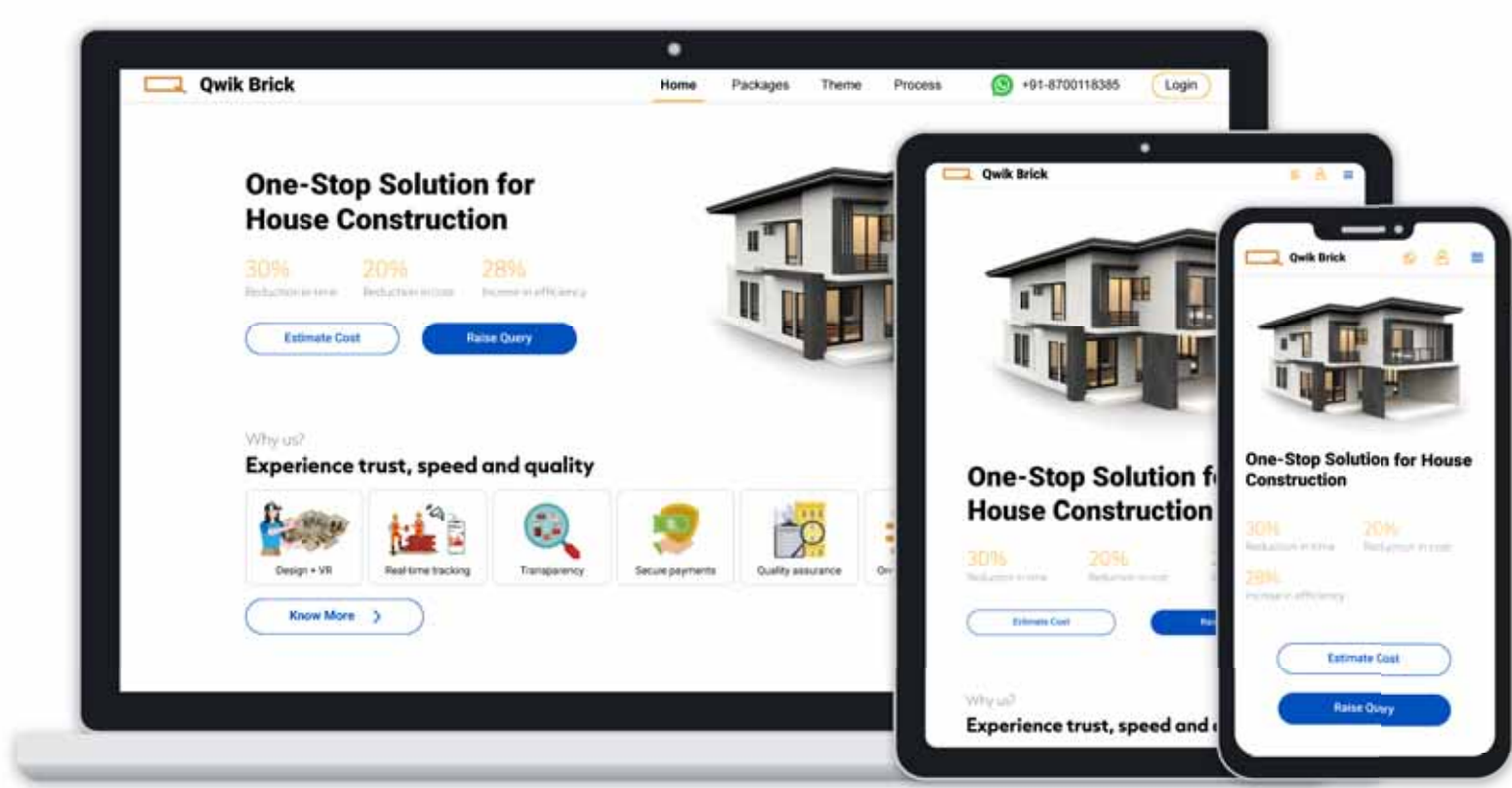
## App Integration services (SaaS, B2B)

Designed a widget-based, AI-powered appintegration platform; prompt-only creation and end-to-end management (activate/stop/connect, status visibility), embeddable directly in customers' dash.



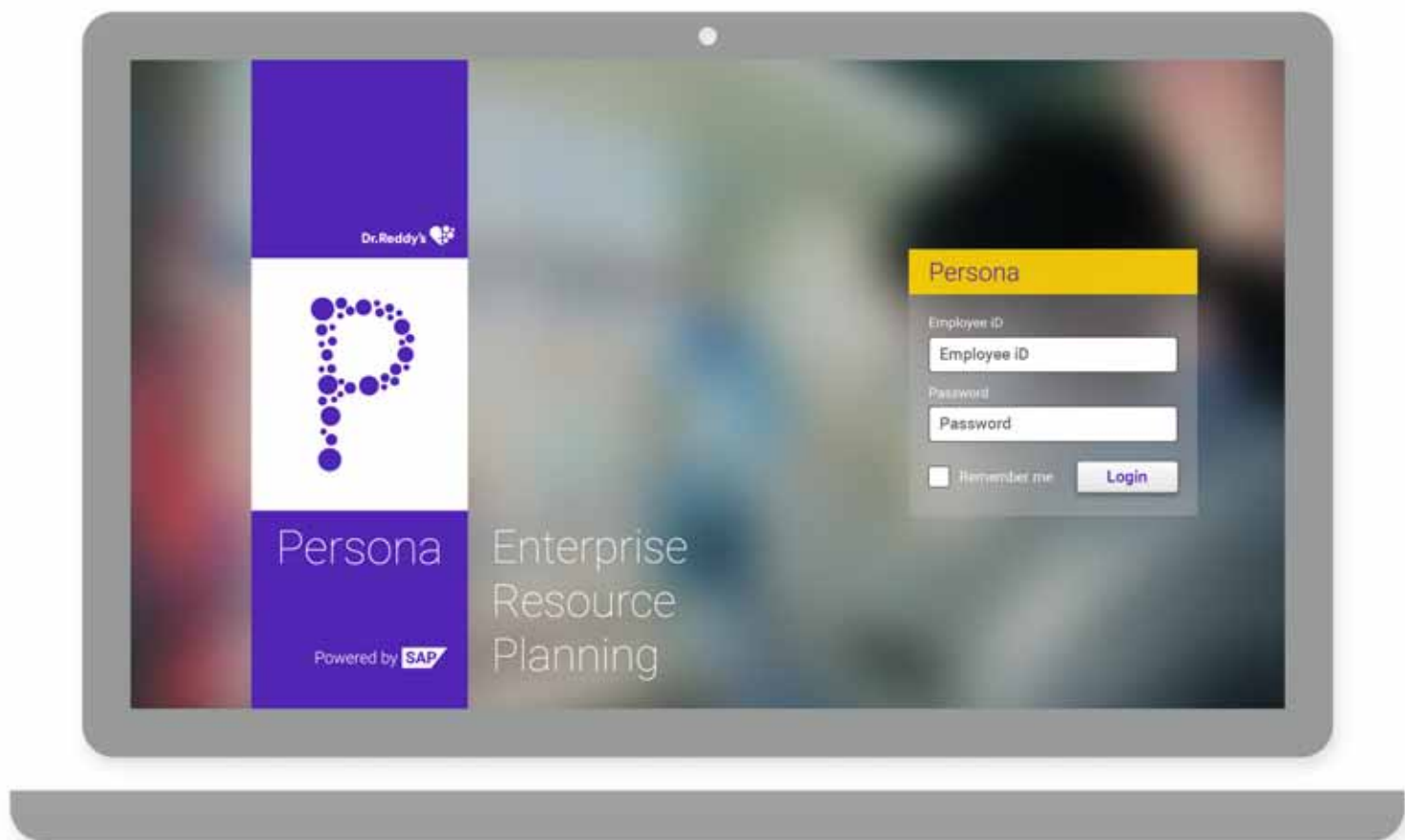
## Business Travel Booking (SaaS, B2B)

Comprehensive business travel booking solution designed to cater large enterprises. Reduced booking effort and disapproval rates while improving speed, accuracy, and modularity for diverse customer needs.



## Online Building Construction Service (B2C)

Designed website, branding and product. Streamlined entire process, from raising a construction request to final project delivery ensuring efficiency, transparency, and stronger customer trust.



## Redesign of SAP ERP App

Persona is a Web-based ERP Application that helps employees to increase their performance. It has an overlaid user interface that works with existing ERP software.



## Interactive Table for Digital Museum

This is a multi-user-enabled interactive table designed for Digital museums. It allows users to explore the journey of Mr. Gandhi with the relevance of the objects that he used while achieving his goals.