

Aaryan Singh

Product Designer.

(currently based in India 🇮🇳)

aaryan.singh096@gmail.com

<https://www.aaryanchowhan.com/>

(+91)-90311 55904

WORK EXPERIENCE

Meesho | Product Designer II

Aug '21 - present

Currently working on integrating games as an engagement lever on meesho app.

Redesigned overall quality perception of products across portfolios, involving review input addn, voice product feedback, ratings & reviews ,etc,.

ixigo | Product Designer

Sept '19 - July '21

Shaped core flows for the brand overhaul of ixigo's flights app with focus on motion and connected design paradigm. 2x increase in new user signups and 3x bump in repeat user login. Responsible for ixigo Assured (Native insurance) product which saw an attachment rate bump of ~20%.

Designed complete MVP product experience for gogoBus (An intercity bus service). Worked on other disproportionate experimentals like Internal dashboards, funnel optimizers, etc.

Kommunicate | Product Design Intern

June '19 - Aug '19

Worked on a SAAS human + bot hybrid customer support platform. Designed features as per the clients' requirements.

CONSULTING GIGS

Twid Pay | UX Consultant

Crafting digital experience for a rewards based payment paradigm, based on earn/ burn and other metric.

Intel India & Global | Animator

Aimed to teach AI to the youth, made character riggings, explainer videos and collaterals.

EDUCATION

NIT Durgapur | Btech (Mech Engg.)

2015 - 2019, CGPA : 8.18 /10

St. Michael's High School | CBSE

2015 (Senior Secondary), Score : 95.40 %

Don Bosco Academy | ICSE

Secondary, Score : 94.20 %

SKILLS

Design & Research

Product thinking, User journeys/ flows, Wireframing, Sketching, Story-boarding, Product documentation, User research, Data analysis and deductions with tools like Clevertap & Metabase.

Prototyping & Animation

Rapid prototyping using Marvel/ Invision, Click-mocks, Low/ High fidelity prototyping, Micro-Interactions and app animations using After-Effects.

SOME TOOLS THAT I LOVE

Figma

After-Effects

Sketch

Marvel

Flinto

Notion

Illustrator

Miro

Confluence