

# Sunil Singh

UI/UX Design, Mobile App Design, Interaction Design,  
Product Design, Graphic & Communication Design  
Branding and Visualizer

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## An Overview

Dedicated and highly experienced UI/UX Designer with 13+ years of proven success in creating user-centric digital experiences. Seeking to leverage my expertise in designing intuitive and visually appealing interfaces to contribute to the success of a forward-thinking company succeed.

Considering my expertise in wireframing, prototyping, pixel-perfect execution, design validation, IA design, card sorting, user flow, user research, and navigation structure, I am able to create engaging user experiences that are adapted to the specific needs of customers and end-users.

## UX Methods Skills

- Requirements Statement
- Design Thinking
- User Research
- User Persona
- Competitive Evaluation
- User Mapping
- Information Architecture
- Card Sorting
- Product Interface Design

## UI/UX Design Skills

- Affinity Diagram Design
- User Flow Chart Design
- User Persona Creation
- Wireframe Creation
- Prototyping
- User Interface Design
- Mobile App Design
- Navigation Structure Design
- Visual Communication

## Organizational Experience

### • Minibreaks India Pvt. Ltd. (Nov 2021 – Present)

*Associate Lead UI/UX Designer*

- Collaborate with the PMs, and designers to develop creative strategies and concepts for the projects.
- Manage a team of designers, providing guidance and feedback to ensure that design work is of the highest quality and meets client expectations.
- Working with project managers to determine project deadlines and ensure deadlines are met with brand guidelines and best practices.
- Conduct regular design reviews to ensure that design work is meeting project requirements.
- Develop and oversee the production of design assets, including graphics, illustrations, and animations.
- Designing Analytics dashboard, Hotel channel management Dashboard UI design.
- Stay up-to-date with industry trends and best practices, and integrate them into the design process.
- Develop and maintain strong relationships with management, acting as a primary point of contact for design-related inquiries.

### • Number Theory Software Pvt. Ltd. (Jul 2020 – Jul 2021)

*Senior UX/UI Architect and Designer*

I was responsible for providing and managing design-related solutions. I got to observe and improve design process. Solving UI/UX issues with stunning, intuitive UI, so that they can increase product sales consistently and rapidly.

- Gather, evaluate, and modify customer requirements in collaboration with product managers and designers.
- Manage multiple projects like Diebold Nixdorf, NAI platform Visual Fashion AI, Car Damage Inspection AI, etc.
- Worked on the analytics dashboard UI design, data analytics platform design, Campaign management dashboard UI design Mock-ups, and prototyping as well as interaction.
- Handle Digital Bank Branches, Crypto Currency, and cardless Cash Solution Mobile Apps from conceptual UI design.
- Design Mobile app wireframe, mock-up, prototyping, and interaction. I used to lead a team of 3 Jr. Designers to achieve the entire design-related task.

- Graphic Design, e-Mailers, Newsletters Design
- Marketing and Content Design
- Adobe Creative Cloud

### Software Skills

- Adobe XD
- Adobe Photoshop
- Adobe Creative Cloud
- Wireframe Creation
- Sketch
- Figma
- Balsamiq/Just in Mind/Axure
- Uxpin/Invision App
- HTML/CSS/Bootstrap (Basic)
- Zepline
- Farmer

### Professional Qualification

- Diploma course in Web Designing from Arena Multimedia.
- Ultimate App Design Course in UI/UX & Prototyping from Udemy.
- UX Design Process Course User Research to Usability from Udemy.

- **Travelgo India Holidays Pvt. Ltd. (April 2019 – Jul 2020)**

*Consultant- Sr. UI/UX Designer*

As a UI/UX Designer for the organization, vital role in designing appealing and user-friendly digital experiences for travellers.

→ Conduct research to find out the needs, preferences and pain points of travellers to get an understanding of user behaviours.

→ Design the IA structure of the products (websites, apps) to ensure that users can easily access.

→ Used to create wireframes and interactive prototypes for web pages, mobile app screens to improve UI readability and product flow.

→ Create visual elements that are consistent with the company's branding, such as typography, icons, and images.

- **Just Click Travel Pvt. Ltd. (Nov 2018 – April 2019)**

*Senior UI/UX Designer*

I was responsible for providing and managing design-related solutions. I got to observe and improve their design process. Solving their UI/UX issues with stunning, intuitive user interface so that they can increase product sales consistently and rapidly.

→ Deal with the user's scenario and design a logical, delightful experience with the user needs.

→ Completed UI/UX redesign of a website using usability case studies wireframes, mock-ups, and prototypes to product a fully usable application and product.

→ Designing the website's structure and mobile app's look & feel.

→ Create a plan for product styling, interaction design, User Interface structure, and process flows.

→ Create documentation, style guides and design assets for all digital products for consistency.

- **Look Your Trip Pvt. Ltd. (Feb 2018 – Sep 2018)**

*Lead UI/UX Designer*

Create UI mock-ups design and prototypes that clearly illustrate how sites function and look like after understanding business requirements, the voice of the customer, customer feedback, and usability findings. Create user flows, wireframes, prototypes, low and high-fidelity mockups, Mobile UI design. Create documentation, style guides and design assets for all digital products for consistency.

- **DPauls Travel & Tours Ltd. (May 2016 – Feb 2018)**

*Senior UI/UX Designer*

I handled solution delivery and management of design issues, as well as reviewing and refining the design process. Managed UI/UX issues with an amazing and intuitive user interface so they could increase sales consistently and quickly.

## Academic Qualification

- Master of Art in Political Science [2003-2006].
- Bachelor of Art in pass course [2000-2003].
- 12th from CBSE, Delhi [1999-2000].
- 10th from CBSE, Delhi [1997].

## Portfolio Links

- Behance Profile – [behance.net/synillodhi1903](https://behance.net/synillodhi1903)
- Carbonmade – <https://shorturl.at/hkKW1>
- Website – <https://innovativedesignx.com>
- LinkedIn Profile – <https://shorturl.at/cdfE8>

## Project Type

## Nos. Project

Travel & Tours	14
Fintech	3
e-Com Platform	3
e-Education	2
Fitness & Sport	2
Real Estate	1
Analytics Dashboard	4
Entertainment	1

- Worked closely with product managers and developers to gather, evaluate, and transform customer needs.
- Create user flows, wireframes, prototypes, and low and high-fidelity mock-ups that represent how the digital product will appear and function and reach the user expectations.
- Creating visual user interface elements like menus, tabs, and widgets, as well as page navigation buttons and search areas.
- Work with content creators to ensure that content on the travel company's digital platforms is user-friendly, engaging and enhances the overall user experience.
- Create and keep the visual design and branding guidelines up to date, keeping consistency across all materials.
- Create promotional materials including brochures, leaflets posters, banners and promotions to attract customers and promote certain destinations or packages.

- **Adventure Nation and Network Pvt Ltd. - (Mar 2013 – Jun 2015)**

*Senior Web, UI/UX Designer*

- Managed UI/UX issues with an amazing and intuitive user interface so they could increase sales consistently and quickly.
- Worked closely with product managers and developers to gather, evaluate, and transform customer needs.
- Create user flows, wireframes, prototypes, and low and high-fidelity mock-ups that represent how the digital product will appear and function and reach the user expectations.
- Create and maintain the visual identity and branding specifications, ensuring consistency across all materials.
- Create promotional materials including brochures, leaflets posters, banners, and promotions to attract customers and promote certain destinations or packages.
- Make visually appealing images for social media platforms to boost online presence and connect with potential travellers.

- **Yatra Online Pvt. Ltd. (Oct 2010 – Feb 2013)**

*Web and Graphic UI Designer*

- Manage visual identity and branding guidelines while keeping consistency across all materials.
- Create promotional materials including brochures, leaflets posters, banners, and promotions to attract customers and promote certain destinations or packages.
- Make visually appealing images for social media platforms to boost online presence and connect with potential travellers.
- Design visually appealing email design concepts and graphics for email marketing campaigns, newsletters, and announcements.

## Personal Details

Date of Birth : 19/03/1982  
Father's Name : Sh. Jokhi Lal  
Status : Married  
Nationality : Indian  
Language : English, Hindi

- **Viva Voyages Pvt. Ltd. (Jul 2008 – Oct 2010)**

*Web and Graphic Designer*

→ I was handling online marketing content, E-mailer, Newsletter designing in HTML also editing the website.

→ Create website graphics such as banners, icons, buttons and other visuals to improve the overall user experience and to aid in marketing efforts.

→ Create print items such as excursion catalogues, travel guides and event programs.

**(Sunil Singh)**