

Kartik Singh

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 Portfolio |  LinkedIn

SUMMARY

Product Designer with **3+ years** of experience designing B2B SaaS and AI-powered platforms. Specialises in enterprise UX, design systems, and workflow optimisation, shipping solutions used by **500K+ users** across fintech, telecom, and e-commerce. Known for reducing dev handoff friction through AI-friendly design systems and translating complex product requirements into intuitive, adoption-driving experiences.

EXPERIENCE

UX/UI Designer, Funnelkit (Wisetr) Apr 2025 – Present
Delhi, India

- Led end-to-end design of an **AI comparison platform** enabling side-by-side evaluation of LLMs (ChatGPT, Claude, Gemini), from discovery through delivery.
- Built an AI-friendly design system enabling Figma-to-React conversion with **~70% code accuracy**, significantly reducing developer handoff time.
- Designed subscription and recurring billing workflows for the WooCommerce ecosystem, improving payment journey clarity and customer retention flows.
- Contributed UX improvements across Funnel Builder and Automations products, serving **65K+ active users**.
- Developed internal Figma plugins to automate repetitive design tasks, saving several hours of manual work per week.

UX/UI Designer, Bizgurukul Feb 2024 – Jan 2025
Noida, India

- Redesigned website architecture and accessibility framework, increasing **session duration by 30%**.
- Improved learning dashboard and login flow usability for **500K+ mobile users**, reducing friction in key onboarding steps.
- Conducted iterative usability testing to enhance student engagement and surface actionable UX insights.
- Collaborated with product and marketing teams to align UX improvements with growth and retention goals.

UX/UI Designer, Truminds Software Systems May 2022 – Feb 2024
Gurgaon, India

- Designed an enterprise SaaS platform enabling organisations to manage **1000+ network devices** through structured digital workflows.
- Led UX design across IoT, telecom, and fintech products in collaboration with cross-functional stakeholders.

SKILLS

Design	Product Design, UX Design, Design Systems, Information Architecture, Wireframing, Prototyping, Accessibility (WCAG 2.1)
Research	User Research, Usability Testing, Competitive Analysis, Persona Development, Analytics Analysis
Tools	Figma, Framer, Adobe XD, Miro, FigJam, Maze, Hotjar, Google Analytics, Jira, Notion
Methods	Design Thinking, Agile/Scrum, Stakeholder Management, Cross-functional Collaboration, Product Strategy

CERTIFICATIONS

UX Design Nanodegree – Udacity	2023
AI for Designers – Interaction Design Foundation	2024
Perception & Memory in HCI – Interaction Design Foundation	2024

EDUCATION

Bachelor of Commerce , University of Delhi	2018 – 2021 Delhi, India
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