



Shivraj Singh

Lead Product Designer | UX & UI | B2C & B2B

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Product designer with 10+ years of experience delivering scalable mobile and web products across fintech, wealth management, insurance, and EdTech, including **AI-powered productivity tools** used by thousands of users. Strong systems thinker experienced in early-stage startups, rapid prototyping, and cross-platform design (Web, Mac, iOS). Passionate about building intuitive tools that redefine how people work with AI.

-  [UX Case studies](#)
-  [Dribbble](#)
-  [Behance](#)
-  [LinkedIn](#)

Experience

Altimetrik – (Western Union) • Pune, India 📅 Feb 2022 – Present

Staff Product Designer / UX Designer

- Led UX design for a global fintech money transfer platform serving 10M+ users across 20+ countries.
- Improved transaction completion by 12% and reduced onboarding drop-offs by 5% through data-informed design decisions.
- Designed scalable mobile and web applications for cross-border transactions across US, EU, UK, AU, CA, and 50 markets.
- Built and scaled a cross-platform design system to ensure consistency and efficiency.
- Conducted user research and usability testing to drive design improvements.
- Collaborated with engineering teams to ensure seamless implementation of design solutions.
- Partnered with product managers and stakeholders to define user stories and prioritize features.
- Mentored designers and led design reviews to improve UX quality.

Genpact • Bengaluru, India 📅 Oct 2021 – Feb 2022

Principal Consultant (UX/UI Designer)

- Designed Genome, an internal e-learning platform supporting employee growth and reskilling.
- Delivered UX for web and mobile applications.
- Conducting competitor analysis, wireframing, and prototyping.
- Collaborated with Agile teams and presented solutions to stakeholders.
- Improved usability by aligning design solutions with business goals.

Syfe (SVAVA) • Gurgaon, India 📅 May 2019 – Sep 2021

Senior Product Designer

- Led end-to-end design of Syfe’s wealth management fintech product from scratch (web and mobile) serving 100K+ users in Singapore.
- Contributed to a platform managing \$10B+ in assets, improving usability and investment journey clarity
- Defined UX strategy, user flows, information architecture, and high-fidelity designs.
- Facilitated design sprints for feature development and conducted research to identify pain points.
- Collaborated with stakeholders, product manager and engineering team to align user needs with business goals

EVC Labs (EXC MANAGED) • Gurgaon, India 📅 May 2018 – Apr 2019

Senior UI Designer

- Designed UX/UI for Unified (Edtech), a B2B CMS and ERP platform for colleges and universities.
- Delivering intuitive mobile and web experiences aligned with WCAG accessibility standards.
- Defined user flows, and delivered high-fidelity designs.
- Collaborated with product managers and engineering teams to ensure scalable and consistent design implementation across platforms.

Idexcel Technologies • Noida, India 📅 Jan 2016 – Apr 2018

UI Designer

- Designed end-to-end UX/UI for a digital insurance platform enabling seamless claim submission and tracking for Genpact as a client.
- Created **user flows**, wireframes, and interactive prototypes for web applications.
- Collaborated with product managers, business, and engineering teams to deliver user-centered solutions.
- Improved usability and customer experience through research-driven design decisions.

Notable achievements

- ✓ Improved transaction completion by 12% and reduced onboarding drop-offs by 5% for a global fintech platform serving 10M+ users.
- ✓ Led end-to-end design of a wealth management fintech product serving 100K+ users, managing \$10B in assets.
- ✓ Built and scaled a cross-platform design system for Western Union's and Syfe.
- ✓ Delivered end-to-end product creation (0→1) in startups, from ideation through execution and launch.

Skills

- Design systems
- User research
- User testing
- Figma
- FigJam AI
- AI Tools
- Jira
- Miro
- Hotjar
- User interviews
- A/B tests
- Accessibility
- WCAG
- Client/Stackholders workshops
- UX strategy
- User journey
- Prototyping
- Product roadmap
- User personas
- Usability testing
- Design sprints
- Heuristic evaluation
- Wireframing
- UX Leadership
- Mentoring
- UX/UI design
- Card sorting
- Banking
- Field Research
- Empathy
- Contextual Enquiry
- UX Design
- ChatGPT
- Claude
- UX Pilot
- Interaction design & motion
- Agile/Scrum environment
- Information Architecture
- cross-functional collaboration
- User Journey Mapping

Education

- **Generative AI Certification: The Future of UX UI Design**, Coursera (2026)
- **Master Digital Product Design**, Udemy (2024)
- **UX Certification**, Udemy (2018)
- **Design & Multimedia Diploma**, Xplora Desin Skool (2011)
- **Senior Secondary (12th)**, Rajasthan Board (2008)

“Design is intelligence made visible”