

# Savita Singh

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## Summary

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Product Designer with 4+ years of professional experience designing enterprise SaaS and AI-powered products for global markets. Proven expertise in end-to-end design lifecycle ownership for complex, large-scale platforms across HR, Finance, Analytics, and AI domains. Track record of launching 0-1 products, simplifying high-stakes workflows into intuitive user experiences, and building scalable design systems for hyperscaling organizations. Strong collaborator with cross-functional teams, delivering measurable business impact through research-driven, data-informed design decisions.

## Area of Expertise

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- **UX/UI Design:** User Research, Usability Testing, Information Architecture, Wireframing, Prototyping, Journey Mapping, Data-Driven Design, A/B Testing
- **UI & Visual Design:** Responsive Design, Visual Hierarchy, Typography, Interaction & Motion Design, Design Systems (Variables, Tokens, Advanced Components), Accessibility (WCAG 2.2)
- **AI-Powered Design:** Figma AI, Claude, Cursor, MidJourney, AI-Assisted Prototyping, Generative Design Exploration
- **Tools & Platforms:** Figma (Components, Variants, Tokens, Advanced Prototyping, Dev Mode), Adobe XD, Photoshop, Illustrator, Framer, Azure DevOps
- **Collaboration & Delivery:** Developer Handoff, Cross-Functional Alignment, Agile/Scrum, Design Reviews, Stakeholder Management

## Experience

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### Product Designer Consultant, RapidCanvas & Crewscale (Independent Contracts)

US Remote | Nov 2025 – Present

- Partnered with product and engineering teams across two US-based AI and SaaS clients, owning design from problem framing through high-fidelity delivery and making complex data tooling feel approachable for non-technical users.

### Product Designer, AmpUp

Bengaluru | July 2025 – Oct 2025

- Translated a high-level product brief into a defined problem statement, user journey, and KPI targets for the Sales AI Agent Free Trial; product went live on Sept 15 with **200+ early adopters** in the first month.
- Explored 3+ solution directions for the onboarding trial flow, documented trade-offs, and recommended an optimal path based on usability testing feedback from target users.
- Created production-ready flows, wireframes, and prototypes in Figma with responsive and motion considerations; partnered with Engineering through build and reviewed staging for quality before launch.
- **Actively used AI tools (Figma AI, Claude, Cursor)** to speed up UX copy generation, design variants, and documentation, **reducing iteration time by 25%**.
- Tracked post-launch metrics for the free trial; identified drop-off points and iterated on growth-focused features (viral loops, referral incentives, leaderboards), **increasing user engagement by 35%**.

## Associate Product Designer, Xactly Corp

Bengaluru | June 2024 – June 2025

- Redesigned the Quota Management workflow end-to-end, simplifying a long multi-step form into a clearer structure, resulting in **30% faster completion time and 25% fewer incomplete submissions**.
- Improved form accuracy and validation logic by refining field dependencies, defaults, and error states, **reducing data-entry errors by 35% and cutting back-and-forth with Sales Ops by 20%**.
- Ran user research + usability testing across 12–15 stakeholders/users, translating insights into iterative UX improvements that **increased task success rate from 65% → 87%**.
- Partnered with PM to define KPI targets upfront, produced detailed flows, edge-case mapping, and **dev-ready specs in Figma Dev Mode**, reducing design-to-dev handoff gaps by 40% and improving sprint predictability.
- Proposed and documented component updates in the shared design system, cleaned up UI inconsistencies spotted in the live product, and **tracked post-launch results** to recommend iterations when outcomes missed targets.

## User Experience Designer, Tredence

Bengaluru | Sep 2021 – March 2025

- Led end-to-end UX design for Generative AI products across HR, Finance, and Analytics domains; ran user interviews and pulled product analytics to validate assumptions, **improving user satisfaction by 25%**.
- Worked through ambiguous product challenges with structured thinking; scoped work, surfaced risks early, and **reduced development time by 30% through streamlined prototyping and iterative agile testing cycles**.
- **Built and maintained a shared design system** from scratch using Figma components, variants, and tokens, boosting design consistency and **efficiency by 40% across multiple product teams**.
- Shared crisp async updates and led design reviews; mentored a team of 4 on Figma best practices, **increasing design quality and productivity by 20% across the cross-functional organization**.

## Education

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### B.A. in Psychology, Himgiri Zee University

Dehradun | 2021

- Relevant coursework in human behavior, cognitive psychology, and research methods directly informs my approach to user research, empathy-driven design, and usability testing.

## Additional Skills

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- **Product Strategy:** KPI Setting, Post-Launch Analysis, Post-Launch Tracking, Research & Analytics
- **Domain Experience:** AI Product Design, Agentic AI Product Design, B2B SaaS, Enterprise Platforms
- **Supporting Tools:** InVision, Balsamiq.
- **Methodologies:** Agile, Scrum, Lean UX, Design Sprints, Design Thinking, Product Thinking
- **Programming Awareness:** Basic HTML/CSS, familiarity with front-end frameworks (React)
- **Languages:** English (Fluent), Hindi (Native)

## Certificates (Selected)

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- User Experience (UX) Design | Coursera
- UX Requirements Made Simple | Udemy
- Executive Briefing: Artificial Intelligence (AI) | Udemy
- WordPress for Beginners – Master WordPress Quickly | Udemy
- Design Principles for Effective Dashboard Design | Udemy