

Akshat Singh

PRODUCT DESIGNER

Product designer building intentional, human-centred experiences across product and communication — making complex systems legible and interactions effortless. Work spans fintech, healthtech, and data design, grounded in research.

Portfolio

LinkedIn

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Mumbai, India

Work Experience

Groto, AI-Driven Design Agency | New Delhi

Product Designer

Dec 2025 – Mar 2026

- Partnered with AI-based clients to present and sell design strategies, validate research insights, and align UX solutions with measurable business outcomes and growth KPIs.
- Led a detailed **UX audit, heuristic evaluation, and usability testing** for Cipla Nicotex, mapping the user journey and surfacing key friction points; the redesign drove a **27%** rise in engagement, **19%** lift in click-through, and **22%** gain in retention.
- Designed B2B and B2C workflows for Camb AI using UX laws and KPI-driven insights, lifting engagement **32%** and task success **25%** across partners including IMAX, Amazon Bedrock, and India Today.

Kailash Hospital, Dehradun

Project Lead

Feb 2025 – Nov 2025

- Led end-to-end design and rollout of a **hospital wayfinding system** through site audits, user-flow mapping, and stakeholder interviews, serving both patient and staff navigation.
- Designed and prototyped self-service digital kiosks in Figma to streamline appointment management, aligning digital touchpoints with physical wayfinding for a cohesive patient experience.
- Designed the patient-app onboarding flow — registration, appointment booking, and department navigation — for a smooth first-time experience.
- Streamlined patient check-in via kiosk and wayfinding integration, reducing average front-desk wait time based on post-launch patient feedback.

Lemon Yellow LLP, Mumbai

Product Design Intern

Jun 2024 – Jul 2024

- Conducted user research, competitive analysis, and stakeholder interviews to define features and **information architecture** for SolarSquare's mobile app ecosystem.
- Translated research insights into a structured information architecture that grounded feature prioritization and design decisions.
- Designed wireframes and high-fidelity prototypes in Figma for a solar-energy monitoring dashboard, iterating layouts to improve data clarity and usability.
- Partnered with developers during handoff to ensure accurate implementation and smooth end-to-end execution.

Goldmine Ad Agency, Mumbai

Design Intern

May 2023 – Jun 2023

- Supported the brand launch of HDFC Sky through logo ideation, visual sketching, and mood-board development, establishing visual direction and consistency across the app interface.
- Documented usability-testing insights and translated findings into actionable design improvements across onboarding and core banking flows.

Skills

Design

User-Centered Design · Prototyping · High/Low-Fidelity Design · Design Thinking · Design Systems · AI-Driven Design

Research

User Interviews · Information Architecture · Wireframing · Journey Mapping · Usability Testing · User Flows · Stakeholder Interviews

Visual Design

Typography · Layout · Color Theory · Hierarchy · Iconography · Branding · Storyboarding

Tools

Figma · Figma Make · Adobe Illustrator · Photoshop · InDesign · Premiere Pro · Blender · Claude Code · Codex

Collaboration

Communication · Strategy & Analysis · Problem-Solving · Cross-disciplinary Teamwork

Education

Institute of Design, Nirma University

Bachelor of Design — Communication & Interaction Design
2021 – 2025

Achievements

- Drove an average **27%** increase in user engagement across projects at Groto.
- Finalist, India's Best Design Awards — shortlisted in Product Design for KOSH.
- KOSH shortlisted for potential market deployment.

Languages

- English, Hindi, Gujarati — fluent, written and verbal.