

# HARI SINGH

## USER EXPERIENCE, USER INTERFACE, & PRODUCT DESIGNER

Innovative User Experience Designer with **12+ years of experience** in creating accessible, human-centered digital products. Proven expertise in leading end-to-end UX/UI design processes, optimizing user engagement, and driving business growth. Adept at collaborating with cross-functional teams to transform complex problems into intuitive, user-friendly solutions, ensuring seamless experiences across web and mobile platforms.

### INFORMATION

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New Delhi, India

### EDUCATION

**Bachelor of Arts (B.A)**  
Dr. Bhim Rao Ambedkar University  
2009 - 2012 / Agra, UP

**Web Designing Certificate Course**  
Arena Multimedia  
2006 / Delhi

### SKILLS AND ABILITIES

**Skills**  
UX Design  
UI Design  
User Research  
Information Architecture  
Wireframing  
Interaction Design  
Prototyping  
Usability Testing  
Project Management  
Figma  
Photoshop  
Jira  
Notion

**Additional Skills**  
Corporate identity  
Brand design  
Graphic design  
HTML, CSS,  
JavaScript,  
Angular,  
Bootstrap, SASS, jQuery

### LANGUAGE

English  
Hindi

### DESIGN EXPERIENCE

**Sr. UX Designer | Fairassets Technologies India Pvt Ltd (Faircent.com)**  
(2022 - Present)

- Led the UX/UI design of key products, including Faircent.com, Faircent Double Investment App, Pocket Loan, FaircentPRO resulting in a 25% increase in user adoption.
- Redefined the user experience for P2P lending platform, simplifying the onboarding process and reducing drop-off rates by 15%.
- As the lead UI/UX product designer for Fairkeys Ventures LLP, I was responsible for creating an intuitive and user-friendly platform that connects property owners, tenants, real estate brokers, and investors. The goal was to streamline the real estate process, enhance user engagement, and facilitate efficient communication among all stakeholders.
- Conducted user research and usability testing, translating insights into design improvements that enhanced customer satisfaction.
- Produced detailed personas, user flows, journey maps, wireframes, and prototypes, driving product development from concept to launch.

**Manager - UX Designer | Bajaj Capital Ltd**  
(2014 - 2022)

- Spearheaded the redesign of the corporate website Bajaj Capital, Mutual Fund, Insurance & Retirement Solution and NSP.bajajcapital.com leading to a 25% increase in user engagement and a 20% rise in conversion rates.
- Conducted comprehensive A/B testing to optimize UI elements, improving user satisfaction by 10%.
- Collaborated with Product Managers to define and prioritize key product features, resulting in the development of personas, user flows, and interactive prototypes that aligned with business goals.
- Developed and maintained design guidelines, patterns, and libraries, ensuring consistency across all digital products and reducing design-to-development time by 30%.
- Worked closely with the development team to implement designs, enhancing overall product usability and functionality.

**Sr. UI /UX Designer | Creative Web Solutions Pvt Ltd.**  
(2013 - 2014)

- Collaborated closely with stakeholders to gather feedback and iterate on design concepts, resulting in a more refined and user-centered product.
- Managed the UI design process, ensuring seamless integration with front-end development using HTML, CSS, and JavaScript.
- Delivered cross-browser compatible HTML designs, enhancing user experience across multiple platforms.
- Designed and developed web layouts, logos, and marketing materials, contributing to a 10% growth in client portfolio.