Ishant Singh

Product & UI/UX Designer

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Portfolio Website

Linkedin Profile

Summary

- I am a highly experienced designer who can also build and ship your product independently.
- 11+ years of experience delivering end-to-end design solutions for clients, from startups to billion-dollar enterprises; in collaboration with CEOs, CTOs, product managers, and multidisciplinary teams.
- Worked across AI, SaaS, B2B, B2E, B2C, ERP, e-commerce, and public domain projects. Designed mobile apps, web applications, responsive websites, and interactive screens
- Independently led the end-to-end design of many large/complex projects with full ownership and contribution.
- Expert at hunting down right problems and bringing right solutions.
- Strategically handles users, business and market needs.

Experience

Booster Design, Delhi (earlier known as Nimba Design)

Principal designer, founder | NOV 2014 - Current

- Directed end-to-end design strategy and execution for 18 projects across 12 clients, managing the entire lifecycle from initial discovery to final delivery.
- Led design and strategy for a start-up building AI-based app integration services. Developed branding, logo, and website; crafted digital engagement strategies; and created an animated MVP video and investor pitch deck to support fundraising. Defined product navigation, structure, user journey, and interactions, and designed dashboard and widget to deliver a seamless integration experience.
- Redesigned SaaS-based B2E business travel booking portal; solving five major workflow problems with a single solution; drastically reducing booking efforts and disapprovals through streamlined processes, auto fills, smart search results, warnings and improved approval system. Solved diverse customer need by introducing a modular design for sub-products (flight, hotel, train, bus, car, etc.).
- Designed an end-to-end web and mobile portal for a start-up offering online house design and construction services. Defining functionality, information architecture, user journey and action flows. Guided cofounders on strategies to attract more customers, build trust and service delivery.

Samsung R&D Institute, Bangalore

Sr. UI/UX Designer | April 2014 - Oct. 2014

- Explored possibilities of redefining the voice interaction agent for Samsung phones. With team, designed next-gen S-Voice agent, worked in the Car-UX team also.

Skills

Product Strategy
Information Architecture
Interaction Design
Cognitive Ergonomics
Service & System Design

UI & Visual Design
Design Systems
2D & 3D Animation
Video Editing

Database Schema Design
FlutterFlow App Building
HTML/CSS (basic)

Software Tools

- Illustrator
- Figma
- FlutterFlow
- Adobe XD
- Photoshop
- Animate CC
- After Effects
- Maya 3D

Education

M. Des

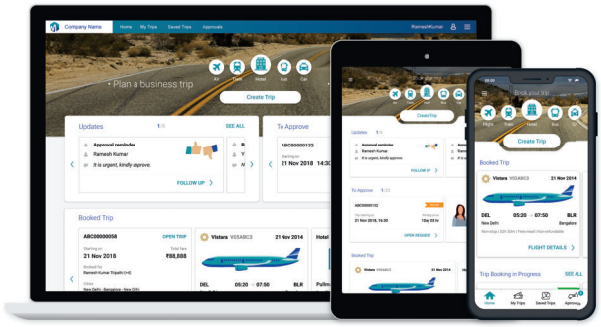
Product Design, 2011-14
National Institute of Design
Ahmedabad, Gujarat

B. Arch

Architecture, 2006-11
Govt. College of Architecture
Lucknow, U.P.

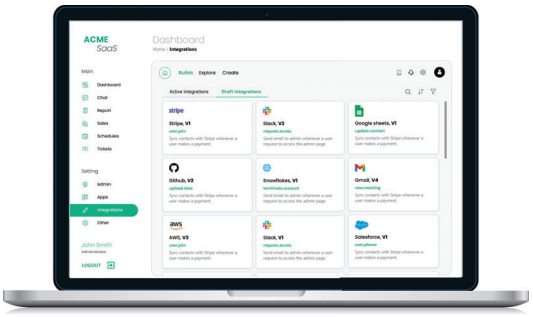
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Projects



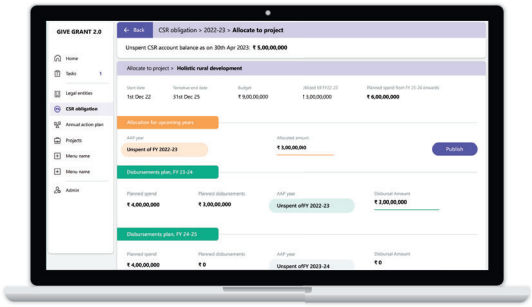
Business Travel Booking (SaaS, B2B)

Comprehensive business travel booking solution designed to cater large enterprises. Reduced booking effort and disapproval rates while improving speed, accuracy, and modularity for diverse customer needs.



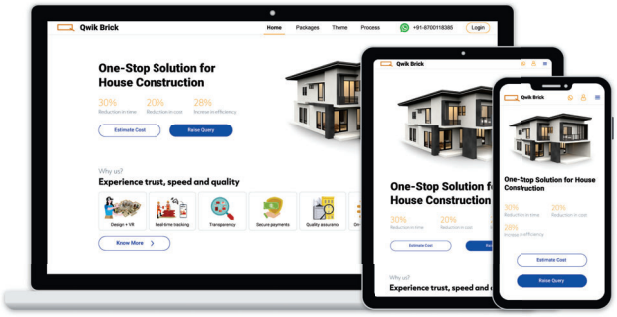
Ai App Integration services (SaaS, B2B)

Designed a widget-based, AI-powered appintegration platform; prompt-only creation and end-to-end management (activate/stop/connect, status visibility), embeddable directly in customers' dash.



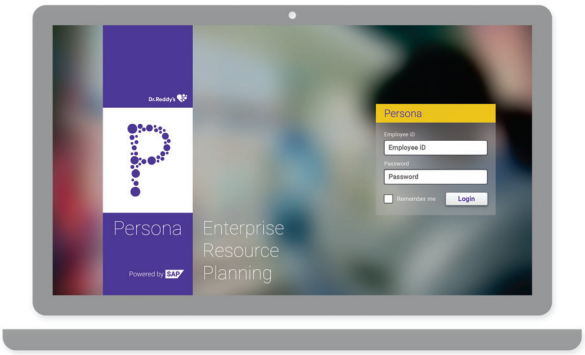
CSR Fund Management App (SaaS, B2B)

Simplified complex CSR fund management involving multiple obliged organisation and NGOs. Structured and placed information effectively, enabling transparency, accuracy, and ease of use for users.



Online Building Construction Service (B2C)

Designed website, branding and product. Streamlined entire process, from raising a construction request to final project delivery ensuring efficiency, transparency, and stronger customer trust.



Redesign of SAP ERP App

Persona is a Web-based ERP Application that helps employees to increase their performance. It has an overlaid user interface that works with existing ERP software.



Interactive Table for Digital Museum

This is a multi-user-enabled interactive table designed for Digital museums. It allows users to explore the journey of Mr. Gandhi with the relevance of the objects that he used while achieving his goals.