

Laurel Singh

Product Designer | UX/UI Design | Agile & Data-Driven Design

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Address : E14, London, UK | Eligible to Work in the UK – No Sponsorship Required

Work Experience

May 2024 - Present

Life Stay

Digital Design & Marketing Specialist

- Redesigned the company's digital platform using Figma, journey maps, and wireframes, then developed the final website on Wix Studio with plugins, increasing user engagement by 78% and reducing bounce rate by 18%.
- Conducted user research, synthesized insights, and presented design strategies for ads and offers, contributing to 5.1K unique visitors and acquiring 76 new leads in 5 months.
- Collaborated in an agile startup environment with cross-functional teams, leading web-application improvements and brand consistency across digital touchpoints.

Aug 2022 - Nov 2023

Udaan

User Experience Designer

- Designed 45 landing pages for business and festive sales, enhancing the digital shopping experience and engagement.
- Conducted 50+ user interviews & A/B testing, improving user satisfaction by 21% and identifying key usability pain points.
- Worked with Product Managers, Sales, and Developers to enhance the Offer Zone and Shop by Price features, leading to a 26% increase in conversions.

Jun 2020 - Aug 2022

Udaan

Designer

- Revamped brand store pages and created interactive e-catalogs, driving a 70% increase in lifestyle product sales.
- Developed UI/UX solutions and prototyped a scalable design system, resulting in a 40% increase in app visits.
- Designed social media templates and digital assets, ensuring brand consistency and user engagement.

Oct 2018 - Jun 2020

Aditya Birla Fashion & Retail Ltd. (ABFRL)

Assistant Design Manager

- Led market research and competitive analysis, developed mood boards and color boards for the men's athletic brand, SKULT, influencing 23% sales growth in Q3 & Q4.
- Produced seasonal reports and designed 420 graphics for product development, translating concepts into final products for both online and offline presence.

Aug 2017 - Oct 2018

Inmark Retail

Executive Menswear Designer

- Created 300+ graphics for men's brand by aligning buy plans with design direction, resulting in a 31% increase in sell-through rate.

Education

Jun 2022 - Oct 2022

Design Boat School

Bangalore

UX/UI Design

Bootcamp

Focus: UX Principles & Methodologies, Application Design

Jul 2013 - Jul 2017

NIFT

Delhi

Design

Bachelor

Focus: Product Development, Visual Design & Communication

Tools

Design & Prototyping: Figma, Sketch, Adobe XD, Photoshop, Illustrator, InDesign, Canva, CorelDraw

Research: Google Analytics

Web & CMS: Wix Studio

Office: PowerPoint, Word, Excel

Skills

UX Research, UI Design, High-fidelity UI, Wireframing, Prototyping, Design Systems, Creative Problem-solving, Basic HTML, Agile Collaboration, Graphic & Visual Design, Provide & Solicit Feedback

Courses

2024: UX Researcher Methods: Interviewing, LinkedIn

2020: User Experience Design Essentials- Adobe XD UI/UX Design

Awards

2023: Best PB Designer Award- Honoring exceptional work with a focus on strategy and design for private label brands.

2020: Winning Through Speed- For meeting tight deadlines and delivering high quality consumer experiences and superior value

2019: Social Parasite- For active participation in social media marketing to raise brand awareness and drive sales for the brand.

Volunteering

2022: EzTravel App- Designed a trip planning and management app by researching user needs, delivering 70+ wireframes in 2 weeks, and conducting A/B testing to show functionality to stakeholders.

Languages

English, Hindi