

SHASHWAT SINGH

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PROFESSIONAL SUMMARY

User-centered UI/UX Designer with 5+ years of experience crafting impactful, data-driven design solutions across web, mobile, and SaaS environments. Skilled in user research, wireframing, prototyping, and design systems, with proven ability to translate complex ideas into elegant, usable interfaces. Adept at collaborating cross-functionally with product and engineering teams to deliver responsive, accessible, and data-rich user experiences. Proficient in Figma, Adobe XD, and the Adobe Creative Suite, with a passion for design storytelling, system scalability, and continuous iteration.

CORE SKILLS

- **UX Design:** User Research, Personas, User Journeys, Usability Testing, Wireframing, Prototyping, Information Architecture, Design Thinking
- **UI Design:** Visual Design, Data Visualization, Dashboards, Responsive Web Design, Interaction Design, Accessibility (WCAG, AODA)
- **Design Systems:** Component Libraries, Pattern Creation, Design Tokens, Cross-Platform Consistency
- **Tools:** Figma, Adobe XD, Sketch, Illustrator, Photoshop, InDesign, Premiere Pro, After Effects, Miro
- **Collaboration:** Agile Workflows, Product Strategy, Stakeholder Communication, Developer Handoff, Storytelling
- **Soft Skills:** Empathy, Initiative, Adaptability, Leadership, Cross-Functional Collaboration

PROFESSIONAL EXPERIENCE

Redeem Clothing Recycling Inc. – Toronto, ON

UI/UX & Graphic Designer (Co-op) | Oct 2024 – Dec 2024

- Conducted user research and usability testing to optimize user flows, improving navigation efficiency by 30%.
- Designed responsive web interfaces and interactive prototypes aligned with brand and accessibility standards.
- Developed scalable design components to enhance consistency and speed-to-launch.
- Partnered with product and engineering teams to ensure seamless implementation across platforms.

E-Help Education & Migration – New Delhi, India

Graphic & UI/UX Designer | May 2023 – Oct 2023

- Translated user insights into personas, journeys, and workflows supporting online learning experiences.
- Designed over 40+ branded assets and dashboards, reducing production turnaround by 20%.
- Built a design system increasing cross-platform consistency by 25%.
- Produced motion graphics and videos boosting learner engagement by 15%.
- Collaborated with developers to ensure WCAG-compliant, mobile-responsive designs.

Uprisen Rising Brand – New Delhi, India

UI/UX & Graphic Designer | Jan 2022 – Apr 2023

- Designed interactive dashboards and analytics layouts for campaign performance visualization.
- Aligned UI with business goals, increasing clarity in data storytelling and client retention.
- Managed concept-to-launch workflows using Figma prototypes and component libraries.
- Delivered cross-platform assets maintaining accessibility and brand consistency.

WebApp – New Delhi, India

UI/UX Designer | Oct 2019 – Dec 2021

- Led end-to-end UI/UX design for mobile and web apps including research, wireframes, and usability tests.
- Designed interactive prototypes and validated design decisions with product managers and developers.
- Created responsive dashboards across Android, iOS, and iPad ensuring functional consistency.
- Contributed to scalable design systems to streamline future updates.

Rohit Singh Artworks – New Delhi, India

Graphic Designer & Video Editor (freelance) | Aug 2019 – Mar 2021

- Supported brand campaigns and corporate storytelling through visual design and motion graphics.
- Enhanced creative consistency across print and video deliverables under tight timelines.

EDUCATION

York University, Toronto, ON

Graduate Certificate – Digital & Content Marketing (Jan 2025 – Sept 2025)

Harvard University (Aspire Institute) – Online

Aspire Leader's Program (May 2025 – Aug 2025)

Humber College, Toronto, ON

Graduate Certificate – User Experience Design (Jan 2024 – Jan 2025)

CCS University, New Delhi

Bachelor of Computer Applications (2016 – 2019)

CERTIFICATIONS

- Google Analytics Certified – Aug 2025 – Aug 2026
- HubSpot Marketing Hub Software Certified – Apr 2025 – May 2026
- AODA Accessibility Certification – May 2025
- TCPS 2: CORE Research Ethics – May 2024

ADDITIONAL EXPERIENCE

Shake Shack Union – Toronto | Team Member, Nov 2024 – Present

Earls Kitchen & Bar – Toronto | Line Cook, Apr 2024 – Jan 2025

Canada's Wonderland – Vaughan | Ride Operator, Feb 2024 – Jun 2024

(Demonstrated adaptability, teamwork, and customer service excellence in fast-paced environments.)