

SHASHWAT SINGH

TORONTO ON | +1(437) 662-8812 | singh.shashwats@gmail.com | Portfolio - designbyshashwat.com

PROFESSIONAL SUMMARY

UX Designer | UI Designer | Product Designer

Individual with 4.5+ years of experience creating intuitive, research-driven digital experiences across mobile and web platforms. Skilled in Figma, Adobe Creative Suite, and usability testing, with a strong foundation in user research, accessibility, and psychology. Complemented by expertise in digital marketing, analytics, and content strategy, supported by post graduate certificates in User Experience Design (Humber College) and Digital & Content Marketing (York University). Adept at blending design and strategy to deliver user-centered solutions that align with business goals and enhance customer engagement.

EDUCATION

York University <i>Ontario Graduate Certificate in Digital & Content Marketing</i>	Toronto <i>Jan 2025 – Sept 2025</i>
Harvard University (Aspire Institute) <i>Aspires Leader's Program</i>	Online <i>May 2025 – Aug 2025</i>
Humber North Campus <i>Ontario Graduate Certificate in User Experience Design</i>	Toronto <i>Jan 2024 – Jan 2025</i>
CCSUs <i>Bachelor's in Computer Application</i>	New Delhi <i>2016-2019</i>

CERTIFICATION

- TCPS 2: Core 2022 – Panel on Research Ethics (30 May 2024)
- Hubspot Marketing Hub Software Certified (18 Apr 2025 – 18 May 2026)
- AODA – OSG (3 May 2025)
- Google Analytics Certification (3 Aug 2025 – 3 Aug 2026)

WORK EXPERIENCE

Redeem Clothing Recycling Inc. Co-op <i>UI/UX Designer & Graphic Designer</i>	<i>Oct 2024 – Dec 2024</i>
<ul style="list-style-type: none">• Optimized user experience for the company's digital platforms• Designed and developed visually engaging digital and print materials	
E-Help Education and Migration <i>UI/UX Designer & Graphic Designer</i>	<i>May 2023 – Oct 2023</i>
<ul style="list-style-type: none">• Led end-to-end UX design for educational mobile and web applications, creating wireframes, user flows, and high-fidelity prototypes in Figma.• Collaborated with developers and product teams to implement accessible, WCAG-compliant designs.• Integrated stakeholder feedback and iterative usability testing to improve user experience and engagement.	
Uprisen Rising Brand <i>Graphic Designer</i>	<i>Jan 2022 – Apr 2023</i>
<ul style="list-style-type: none">• Spearheaded comprehensive branding initiatives integral to the marketing role, encompassing the design and execution of logos, visual identity systems, and marketing materials to establish a cohesive and memorable brand identity.• Developed compelling web, social media, and email marketing materials, resulting in a significant increase in online activity and contributing to a notable 56% rise in sales.	

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WebApp

UI/UX Designer & Graphic Designer

Oct 2021 – Dec 2021

- Created responsive web UI designs and interactive prototypes tailored to user behavior insights.
- Conducted competitive analysis and applied UX research findings to inform design decisions.
- Presented design solutions to clients and cross-functional teams, refining deliverables based on feedback.

Rohit Singh Artworks

Graphic Designer & Video Editor

Aug 2019 – Mar 2021

- Supported ad campaigns and corporate films with graphic design and video editing.
- Collaborated closely with the lead designer on multimedia visual projects.

Nation Live (Part-Time)

Indoor Production In-Charge

Jun 2017 – Jul 2019

- Handled camera operations, lighting, and editing for studio productions.
- Assisted in delivering smooth live and recorded broadcasts.

WORK EXPERIENCE (PART TIME)

Shake Shack Union

Team Member

Nov 2024 – Present

Delivered fast, friendly service in a high-volume environment, ensuring smooth order handling and customer satisfaction. Supported team collaboration during peak hours, demonstrating strong multitasking and communication skills.

Earls Kitchen & Bar (Financial District)

Line Cook

Apr 2024 – Jan 2025

Prepared high-quality dishes efficiently while maintaining strict food safety standards. Worked closely with a fast-paced kitchen team, reinforcing time management and attention to detail in high-pressure settings.

Canada's Wonderland

Ride Operator

Feb 2024 – Jun 2024

Provided guest assistance, safety instructions, and responsive support during ride operations. Developed strong interpersonal and problem-solving skills while ensuring guest satisfaction and safety compliance.

KEY TRANSFERABLE SKILLS

- | | |
|--|--|
| • Customer Experience & Service Excellence | • Attention to Detail |
| • Fast-Paced Problem Solving | • Time Management & Multitasking |
| • Team Collaboration & Communication | • Adaptability in High-Pressure Environments |

DESIGN TOOLS & TECHNICAL SKILLS

- UI/UX: Figma, Adobe XD, Miro, Axure
- Graphic Design: Adobe Photoshop, Illustrator, InDesign
- Prototyping & Wireframing
- Branding & Visual Identity, Adobe Suite
- Basic HTML/CSS

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May 3, 2025

Hiring Manager

Dear Hiring Manager,

I am excited to apply. With over 4.5 years of hands-on UX design experience across mobile and web platforms, complemented by a recent Graduate Certificate in **User Experience Design (Humber College)** and **Digital & Content Marketing (York University)**, I bring a rare blend of user-centered design expertise and strategic marketing knowledge. My approach ensures that every design not only looks and feels intuitive but also aligns with business goals and drives measurable impact.

At **E-Help Education** and **WebApp**, I led projects through the complete UX process—conducting research, mapping journeys, wireframing, prototyping in Figma, and usability testing. Collaborating closely with cross-functional teams, I designed accessible, research-driven solutions that improved both functionality and customer experience. My foundation in psychology and design principles allows me to empathize deeply with users and turn insights into visually engaging, results-driven solutions.

Alongside UX, my training in **digital marketing** has strengthened my ability to design with data and strategy in mind. Through courses at **York University** and **Harvard's Aspire Institute**, I've built expertise in content strategy, analytics, and customer engagement—skills that complement UX by ensuring designs align with brand storytelling, conversion goals, and user retention.

My skill set spans both **UX design and digital marketing**, allowing me to approach problems with a holistic, user-centered perspective. On the design side, I am proficient in **Figma, Axure, and Adobe Creative Suite (Photoshop, Illustrator, InDesign)**, as well as usability testing tools, with a strong foundation in **user research, accessibility, psychology, and design systems**. On the marketing side, I bring expertise in **Google Analytics, HubSpot, AODA compliance, content strategy, and campaign design**, ensuring that my designs align with business objectives and measurable outcomes.

Academically, I hold an **Ontario Graduate Certificate in Digital & Content Marketing from York University (2025)**, an **Ontario Graduate Certificate in User Experience Design from Humber College (2025)**, the **Aspire Leader's Program from Harvard University's Aspire Institute (2025)**, and a **Bachelor's in Computer Applications from CCSUs, New Delhi (2019)**. To further strengthen my professional toolkit, I have also earned industry-recognized certifications, including **Google Analytics (2025–2026)**, **HubSpot Marketing Hub Software (2025–2026)**, **AODA – OSG (2025)**, and **TCPS 2: Core 2022 in Research Ethics (2024)**.

I am particularly inspired by your team's emphasis on innovation and customer-centricity. I thrive in collaborative environments where design, data, and storytelling intersect—and I am confident that my combined expertise in UX and digital marketing will allow me to create seamless, impactful user experiences for your products.

Thank you for considering my application. I invite you to explore my portfolio at designbyshashwat.com, and I would be glad to discuss how my skills and background can contribute to your team's success.

Sincerely,

Shashwat Singh