

Sneha Singh

Design & Direction | snehasinghdesign.com

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A Product Designer passionate about crafting intuitive and engaging user experiences, with a keen interest in visual problem solving.

Focused on driving design strategy, design systems, and building collaborative partnerships across multi-disciplinary teams to build impactful products.

Selected Experiences

Dream11	dream11.com
Manager, Product Design 2021 - 2022	
Senior Product Designer 2020 - 2021	
Spearheaded the design of the company's high-impact 'Gameplay' unit, catering to a massive Indian user base of over 100 million. Played a pivotal role in developing and implementing a company-wide product design system.	
Fractal Ink Design Studio	fractalink.com
Senior User Interface Designer 2019 - 2021	
User Interface Designer 2018 - 2019	
Collaborated with industry leaders like McKinsey & Co and Bosch on diverse projects spanning automotive (Royal Enfield), design agencies (Gravitas), and e-commerce (Masoko). Simultaneously, designed for major financial institutions (AxisBank, ICICI Bank), e-commerce platforms (Bajaj EMI Store, Ensemble), streaming giants (Netflix), and emerging tech companies (Sugarbox Networks).	
Royal Enfield	Royalenfield.com
Senior Design Consultant Oct 2019 - Jan 2020 Hybrid	
Led 'Make it Yours' configurator development, driving a 35% sales increase. Collaborated with Bosch on 'Tripper Navigation' for Meteor 350.	
Mckinsey and Company	Masoko.com
Senior Design Consultant Aug 2019 - Sep 2019 On-site	
Developed Masoko e-commerce platform (Kenya) and led digital experiences for African telecom giant.	
WWF, India	ekprithvi.com
Design Consultant 2018 Remote	
Designed environmental education programs for primary schools, collaborating on 'Ek Prithvi' sustainability project.	

In My Toolkit

UX Design	Design System	Figma & Sketch
UI Design	Visual Design	Marvel, Invision, Miro,
User Research	Creative Direction	Slack, Jira, Atlassian
Wire-framing	Concept Sketches	Adobe Suite
Prototyping	Motion Direction	& the usual suspects
Testing	Design Strategy	

B-Side

Lifelong affair with music and art, actively pursued [@snehakishoresingh](https://snehakishoresingh.com)