

SHUBHAM

AI-Powered Interfaces · Design Systems · High-Conversion UX

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2+

YEARS EXPERIENCE

25+

INTERFACES DELIVERED

95%+

CLIENT SATISFACTION

50+

BRAND ASSETS CREATED

3

COMPANIES & ROLES

VAND DESIGN AWARD
NOMINEE

CORE SKILLS

DESIGN

UI/UX Design

Interaction Design

Wireframing

Prototyping

Design Systems

Information Architecture

User Research

Usability Testing

Journey Mapping

Responsive Design

A/B Testing

TOOLS

Figma

Framer

Spline

Adobe Suite

Miro

Anima

Locofy

Relume

Visily

FRONT-END

React

Tailwind

HTML/CSS

JavaScript

Bootstrap

Pixel-Perfect Handoffs

GENAI

GenAI Interfaces

AI-Guided UX Flows

Prompt Engineering

EDUCATION

B.Tech — Computer Science & Engineering

Babu Banarasi Das University,
Lucknow

Graduated July 2025

CERTIFICATIONS

Upskillist Certified UX Designer

Great Learning Certified UI/UX
DesignerHarvard & edX — CS50x Software
Developer

Machine Learning & DSA Certificate

PORTFOLIO HIGHLIGHTS

NYX Web App (Internal)

AI-guided ad creation workflow

Spotify — Concept Redesign

End-to-end UX exploration;
speculative project

ZenLeaf — Organic Tea Brand

Visual identity + landing page UX

Hobot Connect — Task Dashboard

Dashboard UX, task flows &
usabilityshubhamsinghania.me

PROFESSIONAL SUMMARY

VAND Design Award-nominated UI/UX Designer with 2+ years building AI-powered product interfaces across B2B SaaS and marketing platforms. Currently the sole designer at NYX, re-architecting a full Marketing Intelligence OS from the ground up. Known for bridging strong UX fundamentals with GenAI tooling and front-end implementation — translating complex, multi-step workflows into intuitive, measurable digital experiences that drive real engagement outcomes.

EXPERIENCE

UI/UX Designer

Oct 2025 – Present

NYX (NYXify Technologies) · Bengaluru, Karnataka

- ▶ Sole lead designer re-architecting the full product experience of an AI-powered Marketing Intelligence OS from the ground up.
- ▶ Redesigned Agentic Campaign workflow from a multi-step wizard into an AI-guided modular system, cutting setup complexity by **50%**.
- ▶ Built GenAI interfaces for ImageCraft AI & VideoVista AI with predictive Success Scoring, significantly reducing reliance on third-party creative tools.
- ▶ Developed interactive dashboards for Ad Manager and CamPulse AI, improving insight discoverability across campaign analytics.
- ▶ Architected Asset Management System supporting multi-channel creative reuse across teams.
- ▶ Designed diagnostic UX for NYX Audit, surfacing wasted ad spend and AI-driven optimization paths.
- ▶ Led full dark/light mode redesign across 1920px & 1440px breakpoints, establishing an enterprise-grade design system.

UI/UX Designer

Jan 2025 – Aug 2025

JS TechNova · Lucknow, Uttar Pradesh

- ▶ Led UI/UX for core web and mobile products, improving user engagement by **45%** through redesigned flows and information architecture.
- ▶ Conducted user research and usability testing, identifying friction points that drove a **37% reduction in bounce rates** across key pages.
- ▶ Built a reusable component library and unified design system, cutting design-to-dev turnaround by **40%**.
- ▶ Delivered pixel-perfect UI handoffs with full design QA to ensure accurate implementation.

UI/UX Designer — Freelance

Oct 2023 – Aug 2025

Upwork & Independent · Lucknow, Uttar Pradesh

- ▶ Designed **25+ websites**, landing pages, and game interfaces across client platforms spanning multiple industries.
- ▶ Maintained a **95%+ client satisfaction rate** with consistent repeat business and referrals.
- ▶ Improved engagement through optimized flows, funnels, and visual hierarchy upgrades — tailored to each client's conversion goals.
- ▶ Collaborated with developers and PMs for smooth, on-time delivery across all projects.

Graphic Designer

Jul 2022 – Oct 2023

Aaina · Lucknow, Uttar Pradesh

- ▶ Created **50+ brand assets** — social graphics, event logos, and promotional materials driving measurable audience engagement.
- ▶ Implemented workflow templates that reduced design turnaround time by **50%** across the team.
- ▶ Received Certificate of Appreciation for high-impact design contributions.

KEY ACHIEVEMENTS

- ↗ Delivered **45% engagement lift** at JS TechNova through full-cycle UX redesign — research, testing, and implementation.
- ➔ Shipped **25+ client projects** via Upwork and independent work with a 95%+ satisfaction rate and consistent repeat business.
- 📦 Designed GenAI interfaces for AI-native ad workflows at NYX — cutting campaign setup complexity by **50%** as the sole product designer.