

SHUBHAM SINGHANIA

Product Designer | 0-to-1 Products | Design Systems

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Open to relocate | Visa sponsorship required

SUMMARY

Product designer who **designs and ships**. I took Arc Flow, a **Windows voice dictation app**, from zero to a live product with daily users, designing every surface and building it in **Rust and Tauri with AI coding tools**. At NYX I was the sole designer on a live AI platform, where my workflow diagnosis changed what the company decided to build and delivered **24% faster task completion, 40% fewer support tickets and 35% higher demo-to-trial conversion**. I move between **systems thinking and visual craft**, and I work best where the **category does not exist yet**.

SELECTED PROJECT

ARC FLOW | Sole Designer, Lead Developer | arcflowapp.vercel.app | 2026 - Present

- Took Arc Flow from idea to a live product with 20 users, 5 of them daily, by designing the whole product and building most of it in Rust and Tauri with a TSX front end, using Claude Code and Codex.
- Kept the app out of the way during its main loop by designing a **four key model: dictation, Command Mode and Notes** each run from the tray with no window open, plus a master toggle that disables every hotkey at once.
- Made privacy structural rather than a promise by shipping **on-device processing as the default with no accounts**, and a setup step where the user chooses where their voice is processed.
- **Split the product into two surfaces on purpose**: a conventional management window for dictionary, snippets, style and notes, and an invisible runtime that never interrupts the app in use.
- **Prototyped directly in code rather than in Figma**, and improved the product from real usage by running the feedback loop with users through a public issue tracker and a Discord.

PROFESSIONAL EXPERIENCE

Sole UI/UX Designer | NYX (NYXify Technologies), Bengaluru | Oct 2025 - May 2026

- **Improved task efficiency by 24% and reduced support tickets by 40%** by diagnosing a broken five step workflow loop and consolidating five disconnected AI tools into **one conversational workspace**.
- **Changed the company product direction** by proposing a **conversational-first architecture** and aligning the founder and product managers behind it, which became the roadmap for a seven month overhaul.
- **Increased enterprise demo-to-trial conversion by 35%** by designing the **interaction model** across three AI engines, and cut blank-slate paralysis, agent confusion and automation mistrust with prompt chips, intent routing and pre-launch confirmation cards.
- **Brought the platform from zero to WCAG 2.1 AA** by resolving **43 contrast failures**, rebuilding colour tokens to **4.5:1** and adding ARIA labels across analytics components.

UI/UX Designer | JS TechNova (agency), Lucknow | Jan 2025 - Aug 2025

- **Increased user engagement by 45% and reduced bounce rates by 37%** by rebuilding the **information architecture and key flows for web and mobile** off user research and usability testing.
- **Cut design-to-development turnaround by 40%** by building a **reusable component library and a unified design system**, including type scale, spacing and colour tokens, that held quality across web and mobile.

Freelance Product Designer | Upwork and Independent | Oct 2023 - Present

- **Delivered 25+ websites, landing pages and game interfaces** with repeat business and referrals by **working with founders and developers** from wireframe to implementation-ready handoff.

Graphic Designer | Aaina, Lucknow | Jul 2022 - Oct 2023

- Halved team design turnaround by introducing reusable templates, while **producing 50+ brand**, social and event assets. **Certificate of Appreciation**.

SKILLS

Product and UX: Product design, interaction design, information architecture, user research, usability testing, journey mapping, wireframing, rapid prototyping, responsive design, A/B testing, design systems, accessibility (WCAG 2.1 AA), developer handoff.

Conversational and Voice UX: Voice interface design, on-device versus cloud tradeoffs, AI-guided workflows, intent routing, prompt design, validation and trust patterns, generative AI interfaces.

Visual Craft: Typography and type scales, layout and grid systems, colour and design tokens, motion and micro-interactions, brand and identity, 3D and visual exploration.

Design Tools: Figma, Adobe Creative Suite, Framer, Miro, Spline, Anima, Locofy, Relume, Visily.

Build Tools: React, Next.js, TypeScript, JavaScript, HTML/CSS, Tailwind, Bootstrap, Tauri. Ships production code with Claude Code, Codex and Kimi.

CASE STUDIES

[Confidently Wrong](#) (Arc Flow) - designing around the moment voice AI gets it wrong. | [NYX.today](#) - conversational architecture, AI trust patterns, accessibility. | [Naya Traveler](#) - editorial IA and conversion-focused storytelling.

EDUCATION AND AWARDS

B.Tech, Computer Science and Engineering - Babu Banarasi Das University, Lucknow | 2021 – 2025

Certifications: HarvardX CS50x | Upskillist UX Designer | Great Learning UI/UX Designer | Ikigai Machine Learning & DSA

Awards: VAND Design Award Nominee, Paris, France, 2025 | 1st at Entreprenia, Lucknow, Uttar Pradesh, India, 2025