

GAURAV SINGH

Head of Product Design & UX | Lead – Technology (UX)

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PROFESSIONAL SUMMARY

Results-driven UX Design Leader with 9+ years of expertise in crafting high-impact user experiences across fintech, media, and enterprise platforms. Proven track record in UX research, wireframing, UI prototyping, and design systems at scale. Adept at leading cross-functional design teams, managing end-to-end product design strategy, and driving measurable business outcomes through data-driven, user-centric design methodologies.

WORK EXPERIENCE

Manager – Product Experience & Design (Head of Design)

PolicyBazaar

Feb 2026 – Present | Gurugram, India

- Lead and manage end-to-end product design strategy, driving a 30% increase in user engagement and achieving a 25% reduction in customer churn through innovative UX/UI improvements.
- Pioneered an AI-powered design process pipeline leveraging Claude Design, Figma Make, and Google Stitch, training the entire design team to adopt a high-paced, AI-first workflow – resulting in 60% faster design delivery and significantly improved team efficiency.
- Spearhead a cross-functional design team of 6, enhancing design workflow efficiency by 40% and accelerating time-to-market for key product releases through streamlined AI-assisted processes.
- Implement data-driven design methodologies, resulting in a 20% improvement in conversion rates and significantly boosting overall customer satisfaction scores.

Lead – Technology (UX)

Synechron

Feb 2024 – Feb 2026 | India

- Led UX for in-house products for a U.S. bank, enhancing user experience through modernisation of legacy financial platforms.
- Orchestrated product UX design and devised strategic plans to optimise user experience across complex financial workflows.
- Developed and managed design systems, ensuring consistency, scalability, and efficiency across product lines.
- Previous Project: Spearheaded UX for American Express Intuitive Service Portal (ISP) across 425 days, resulting in enhanced user satisfaction and improved accessibility.

UX Designer – Product (Manager I)

Times Internet

Mar 2022 – Feb 2024 | India

- Managed a team of UX designers and researchers to deliver high-quality user experiences for India's largest digital media network.
- Conducted user research to inform design decisions and drive strategic, data-backed solutions.
- Developed and implemented UX strategies to enhance user satisfaction and product usability across apps, web, and AMP platforms.
- Created the complete design system for The Times of India product across all platforms (Apps, Web, and AMP), focusing on cohesive design elements.

Lead – UX Design

Chi Networks

Dec 2019 – Mar 2022 | India

- Understood product requirements and planned feature modules based on stakeholder and user needs.

- Developed working prototypes of actual products, bridging the gap between design and engineering.
- Coordinated continuously with stakeholders and guided developers to implement business logic effectively.

UX/UI Design Lead

NovoStack

Mar 2017 – Dec 2019 | India

- Led an eight-member team of designers and developers to create multiple products and services for diverse clients.
- Developed complete UX architecture and UI designs for 20+ projects end-to-end.
- Oversaw budget efficiency for production projects, ensuring delivery within scope and timeline.

Intern – Design

Bharat Electronics Limited (BEL)

92-Day Internship

KEY PROJECTS

iManage – U.S. Bank (49 Days): Designed intuitive journeys for a financial operations web platform enabling in-house users to process deals, taxes, and financial workflows with ease.

ISP – American Express (425 Days): Designed modules and journeys for the Intuitive Service Portal, focusing on usability, accessibility, and user satisfaction for a global financial brand.

The Times of India (671 Days): Created a comprehensive design system across all platforms (Apps, Web, AMP), enhancing user experience through cohesive and scalable design elements.

PB Partners – PolicyBazaar (2 Months): Contributed to UX design for PB Partners platform, improving partner onboarding flows and overall usability.

CORE SKILLS & TOOLS

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| • UX Research & User Testing | • Product Strategy & Roadmapping |
| • Wireframing & Prototyping | • Team Leadership & Management |
| • UI Design & Design Systems | • Requirement Gathering |
| • Information Architecture | • HTML5 CSS JavaScript |
| • Figma Axure RP Adobe Suite | • Photoshop Illustrator |
| • Generative AI for UX | • Stakeholder Management |

EDUCATION

MBA/PGDM – Operations — Narsee Monjee Institute of Management Studies, Mumbai

Year: 2022 | Grade: 68%

B.Tech/B.E. – Computer Engineering — IEC College of Engineering & Technology, Noida

Year: 2017 | Grade: 9.0 / 10.0 CGPA

12th – CBSE — English Medium

Year: 2012 | Grade: 60–64.9%

10th – CBSE — English Medium

Year: 2010 | Grade: 75–79.9%

CERTIFICATIONS

- Gen-AI for UX Designers and Researchers
- AI Tools and ChatGPT Certification
- UX and Design Thinking Certification

LANGUAGES

English (Professional) | Hindi (Native)