

ISHITA SINGH

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EDUCATION

University of Washington (UW), Seattle, WA

Aug 2019 – June 2023

Bachelor of Science (BS): Human Centered Design and Engineering (HCDE)

Additional Coursework: Responsive Web (Hype4 Academy)

Jan 2024 – Current

SKILLS

Design Skills: User flows, Design Systems, Wireframing, low and high-fidelity prototyping, Mobile Design, Web Design, Responsive Design, Interaction Design, Information Architecture, User-Centered Design, Visual Design

Technical: Figma, Sketch, InVision Studio, Adobe XD, Powerpoint, Miro, Invision, HTML, CSS, Javascript

Research: User Research, User Personas, User Interviews, Usability Testing, Competitive Analysis, Affinity Mapping, Customer Journey Mapping, Storyboarding, Contextual Inquiries, Stakeholder Mapping, UX Insights

EXPERIENCE

Olive App Development [Personal Project] – UX Designer | Seattle, WA

Nov 2023 – Dec 2023

- Directed design of Olive mobile app prototype that helps alleviate problems people have with skin care health
- Established consistent visual design language across mockups by implementing design system with 25+ components
- Accomplished user research goals by designing and developing 4 user personas, 3 storyboards, and a user flow
- Examined interaction design & pain points through user interviews and usability testing with 8 participants.
- Designed & prototyped 50+ mobile wireframes using Figma, achieving 15% increase in user satisfaction after iteration

Microsoft [Sponsored Project] – UX Designer | Seattle, WA

Jan 2023 – Jun 2023

- Redesigned Microsoft SMC's support pages to enhance personalization features based on the user's experience
- Conducted 8 user interviews, surveys, affinity mapping, and competitive analysis to discover innovative product opportunities on personalized support websites.
- Implemented personalization features across 15+ screens of redesigned support page to maximize efficiency for users
- Achieved successful user feedback by spearheading the creation of low and high-fidelity prototypes through usability testing with 7 participants and refining iterative design

Indeed – UX Design Intern | Seattle, WA

June 2022 – Sep 2022

- Led design of internal analytics web tool that allowed Indeed to identify user drop-off points across 5 platforms
- Conducted user interviews & A/B tests with 10 stakeholders to identify pain points in existing analytics web tool
- Designed and iterated a high-fidelity interactive prototype of Funnel Web tool, increasing user satisfaction by 20%
- Redesigned 30+ high-fidelity web wireframes using Figma to adopt updated Design System components & templates
- Collaborated with 5 developers during product development lifecycle to iterate on modern user interface designs

Grand Studio [Swedish Cancer Institute] – UX Design Intern | Seattle, WA

Apr 2022 – June 2022

- Spearheaded the user research initiative for patient check-in experience in the Swedish Hospital mobile application
- Conducted competitive analysis with 15+ competitors to evaluate best check-in experiences and identify market gaps
- Led 15 subject matter expert interviews and diary studies to gather qualitative and quantitative data about user needs
- Initiated user interviews with 12+ hospital patients to discover UX insights and drafted 4 user personas
- Ideated solutions and features for design project and developed 4 low fidelity sketches of product concept design

First American – UX Design Intern | Seattle, WA

June 2021 – Aug 2021

- Facilitated the redesign of an internal company tool that generates real-estate documents, resulting in a 20% increase in user satisfaction and solving 5 usability issues
- Implemented low & high-fidelity prototypes with 9+ web screens using industry design system component
- Improved user flow by leading responsive web mockups and providing a design solution used by 50+ escrow officers
- Guided usability testing by examining 15 participants, achieving 90% success rate in review cycle after iteration
- Developed a Figma design toolkit comprising of 25+ components that enabled rapid wireframing across organization

HCDE Peer Advisor | Seattle, WA

Sep 2022 – June 2023

- Delivered one-on-one mentoring sessions to students on topics related to UX Design, user research, and engineering
- Assisted and advised approximately 10+ students weekly and on various academic & engineering concerns