SAJAL SINGH

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EXPERIENCE

Indxx, Inc., Miami, FL | Product Designer   **August 2024 – Present**
- Led the end-to-end design of B2C digital platforms, including a client web portal, improving usability for external stakeholders and streamlining business workflows.
- Partnered with developers and product managers for smooth integration of design into Agile sprints, accelerating design-to-development handoff.
- Revamped client-facing website using HTML, CSS, and Figma, improving session duration by 35% and reducing bounce rate by 15%.
- Designed and deployed 5+ consumer-facing applications, introducing intuitive navigation and responsive design that improved task completion by 17% and achieved 100% adoption across user groups.
- Established scalable design systems and reusable UI libraries, cutting iteration time by 40% and ensuring consistency across platforms.

New York Metropolitan Transportation Council, New York, NY | UX Analyst   **June 2023 – May 2024**
- Overhauled 10+ digital user manuals and guides with usability heuristics and iterative testing, increasing clarity and accessibility for non-technical users.
- Designed and tested interactive prototypes to improve internal reporting tools, enabling leadership to make data-driven decisions for public service delivery.
- Promoted user-centered design frameworks across teams, shifting organizational culture toward UX-driven strategy.

Aalto University, Espoo, Finland | Product Designer   **October 2023 – May 2024**
- Designed a modular, lightweight simulator system with rapid on-site assembly, reducing setup time by 75% and improving training accessibility by 60% across varied locations.
- Integrated Meta Quest 3 VR, Microsoft Flight Simulator, and DOF Reality M2 motion platform to deliver immersive, flight-like training experiences.
- Conducted usability research and pilot testing, applying human-centered design principles to improve system portability, realism, and ease of use.

Pace University, New York, NY | Information Technology Services Intern   **September 2022 – May 2024**
- Delivered end-to-end IT and A/V support for 3,000+ users across classrooms and events, ensuring reliable technology experiences.
- Collaborated within a 14-member tech team to optimize operations, exceeding SLA benchmarks and improving service response times.
- Championed digital literacy by training faculty/staff, achieving a 95% satisfaction rating from supported users.

Tata Consultancy Services, Uttar Pradesh, India | Backend Developer Intern   **October 2021 – November 2021**
- Developed a web application using Python's Flask framework, supporting microservices-based architecture.
- Deployed application on Nginx server, ensuring secure, efficient, and scalable performance.

EDUCATION

Pace University | Seidenberg School of Computer Science and Information Systems   **New York, NY**
Master of Science (MS) in Human Centered Design | **Concentration**: Design & Evaluation | **GPA**: 3.9   May 2024
Dr. A.P.J. Abdul Kalam Technical University | Bachelor of Technology (B.Tech) | **Honors**: First Class   **July 2022**

SKILLS

Design Methodologies: UX Design, UI Design, Design Systems, User Research, Wireframing, Prototyping, Usability Testing, Information Architecture, Interaction Design, Heuristic Analysis, Accessibility Design

Software & Tools: Figma, Adobe XD, Adobe Creative Suite (Illustrator, Photoshop, InDesign), Miro, Marvel, POP, Qualtrics, Jira, MS Office Suite

Programming Languages: HTML, CSS, JavaScript, Responsive Web Design

Testing: QA Testing, QC, A/B Testing, Data-Driven UX Evaluation

CERTIFICATIONS

Google UX Design Professional Certification
- Completed end-to-end UX case studies, including user research, wireframing, prototyping, and usability testing, to build industry-ready design solutions.

Google Digital Marketing & E-commerce Professional Certificate
- Gained hands-on experience with SEO, analytics, and campaign optimization to design user-centric digital experiences that drive engagement.