

Puneet Singh

Product Designer | 9+ Years Experience

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Professional Summary

As a Product Designer with over 9+ years of experience, I specialize in crafting user-centric solutions for SaaS and e-commerce platforms. At Threecolts, I lead the end-to-end product design process, collaborating with cross-functional teams to address complex challenges in seller onboarding, inventory management, and cross-marketplace operations. My expertise in creating scalable UI components and conducting data-driven usability testing ensures a cohesive and intuitive user experience across our product ecosystem.

Previously at CEDCOSS Technologies and MageNative, I contributed to designing marketplace integration apps and mobile app themes, enhancing usability and accessibility across platforms like Amazon and eBay. My focus remains on solving real user problems, improving design consistency, and driving measurable outcomes. Proficient in tools like Figma and Adobe Illustrator, I am committed to delivering impactful designs that align with organizational goals and user needs.

Experience

Senior Product Designer – Threecolts

Sep 2024 – Present, Lucknow, INDIA

UniCon Connector

- Leading product design for UniCon, a marketplace connector.
- Connect with Stakeholder, Dev Team for gathering requirements.
- Create Wireframes, initial ideation, possible cases of problem solution
- Collect required information, analysis for solution
- Create Figma Design with options

TikTok App

- Rebranding of Complete app
- Create research work for requirement
- Wireframe, Cross team discussion, requirement gathering,
- Multiple solution of that problem

- Discuss with Team mates for best solution, and user testing with prototype
- Figma Design, Dev Team Figma handoff

Product Designer – Cedcommerce

Jul 2023 – Sep 2024, Lucknow, INDIA

- Designed Amazon, eBay, Etsy marketplace apps
- Make all App UI and UX same (Project making all app User experience similar)
- Enhanced user experience and consistency across platforms.
- Rebranding of all app Amazon, ebay, etsy to make them consistence so user have feel of same experience when they use

Product Designer – MageNative

Mar 2022 – Jul 2023, Lucknow, INDIA

- Designed app and admin panel for marketplaces.
- Improved usability and accessibility.
- Rebranding of complete mobile app
- Improve the Design and ROI of MageNative Dashboard App
- Worked on competitive analysis and improve the components visibility
- Create many new components as per market needs and user needs

Sr. UI/UX Designer – TACT

Nov 2019 – Mar 2022, Lucknow, INDIA

- Projects: Incredible India, Gandhi 150, Mentor POS, E-tourguide, etc.
- UP Tourism Website and Mobile Application, UP Investor Summit Mobile App,
- OSTs Mobile App, Kanpur Smart City Website And Mobile Application
- Karmic Artwork website, UPNew 360 Logo and Website, Nursieo App, Shreetron India website and many website and mobile Application
- Kohima Mobile App, Mentor POS, Daffia Mobile App

Pitch work for Uttarkhand Tourism, Bihar Tourism Website.

Sr. UI Designer – TACT

Nov 2016 – Nov 2019, Lucknow, INDIA

- Projects: UP Tourism, Kumbh, Smart City, Investor Summit.
- Worked on UI design and team collaboration.

- Mati Kala Board Website, Social Media Work for Parag Miolk
- Sangam Music App (iOS, Android), Meter App, Andhara Pradesh government portal, Khadi UP

Graphic Designer – TACT

Nov 2015 – Nov 2016, Lucknow, INDIA

- Created social media posts and designed websites for government campaigns.

Skills

- UX/UI Design • Interaction Design • Responsive & Adaptive Design
- Figma • Adobe XD • Photoshop/Illustrator • Sketch App
- E-commerce UX • Web & Mobile Design • A/B Testing
- Design-to-Dev Handoff • Agile/Scrum • Jira, ClickUp, Slack

Education

BCA – University of Lucknow , 2011

Intermediate – U.P. Board, 2008

High School – U.P. Board, 2006

Certifications

- Google – Foundations of UX Design
- Google – UX Design Process: Empathize, Define, Ideate