

Archana Singh, UX/UI Designer
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Professional Summary:

- A seasoned design professional with overall 8 years of experience managing the entire **lifecycle of design projects**, from concept development to final delivery.
- Adept at driving creative strategies that align with business objectives and delivering exceptional user experiences. Deep expertise of **user interface (UI) design**, **user experience (UX) design**, and **interaction design**.
- Expertise in the **complete design workflow**, including **storyboards**, **personas**, **journey maps**, **user flows**, **wireframes**, **mock-ups**, and **interactive prototypes**.
- Strong expertise of **interaction design**, **visual design**, and **usability principles**, ensuring the creation of intuitive and engaging solutions.
- Skilled in **user research methodologies**—both **qualitative** and **quantitative**, such as **usability testing** and **A/B testing**.
- Use research insights to optimize user flows and make informed design decisions that enhance the overall experience.
- Proficient in industry-standard tools, including **Adobe Creative Suite (Photoshop, Illustrator, InDesign, Adobe XD)**, **Figma**, **Sketch**, and **InVision**. Well-versed in tools for creating both **static** and **interactive prototypes**.
- Experience working in cross-functional environments with developers, product managers, stakeholders, clients, and vendors.
- Applied **HTML/CSS expertise** to support front-end development processes and improve collaboration with developers.
- Proven ability to mentor junior designers and provide leadership in **agile**, fast-paced environments, ensuring smooth project delivery.
- Strong grasp of **typography**, **layout**, **color theory**, **visual hierarchy**, and **responsive web design** to deliver visually appealing and functional designs.
- Passionate about creating accessible, inclusive designs that meet user needs and deliver measurable business results.
- Worked in **agile environments**, delivering **design iterations** aligned with **sprint cycles** and collaborating with development teams using tools like **Jira** and **Trello**.
- Produced **mockups** to visualize the final look and feel of interfaces, providing stakeholders with clear previews before development.
- Proactively conducts **competitive analysis** and **benchmarking** to stay ahead of industry trends and enhance design strategies.
- Designed and deployed **VUI solutions**, ensuring seamless integration of **voice interactions** for improved accessibility.
- Developed **cross-platform designs** for web and mobile applications, ensuring a consistent user experience across devices.
- A collaborative team player with excellent problem-solving skills and a proactive attitude. Thrives in dynamic environments, delivering thoughtful, user-centric solutions.

Education (AND) Certifications:

- Bachelor of Engineering in Computer Science, Visvesvaraya Technological University.
- Voice User Interface Certification, Career Foundry.
- UX Design Certification, Career Foundry.

Technical Skills:

Design Tools:	Figma, Sketch, InVision, Adobe Creative Suite (Photoshop, Illustrator, XD), Adobe InDesign, Webflow
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Prototyping Tools:	Figma, InVision, Balsamiq, Adobe XD
Development Tools & Languages:	HTML, CSS, JavaScript
Project Management & Collaboration:	Jira, Trello, Slack, Microsoft Teams
Analytics & Monitoring:	Google Analytics, Hotjar
Methodologies:	Agile Scrum, User-Centered Design (UCD)
Testing & Research:	A/B Testing, Usability Testing, User Interviews, Focus Groups, Behavioral Analytics
Design Processes:	Storyboards, Personas, Journey Maps, User Flows, Wireframes (Low/Mid/High-fidelity), Mock-ups, Interaction Design
Content Strategy & Documentation:	Content Strategy, Developer Handoff, Visual Storytelling
Specialized Fields:	Voice User Interface (VUI) Design, Cross-platform Design, Information Architecture

Professional Experience:

Client: Dementia Care Warriors, USA // Remote

Aug 2023 – Till date

Role: UX Designer

Project Description: As a UX Designer at Dementia Care Warriors, the primary goal was to enhance the organization's online presence by redesigning and rebranding the website to create a consistent and engaging user experience. The project involved deep collaboration with business stakeholders to align design efforts with their mission of supporting dementia care. The redesigned homepage emphasized the core values and objectives of the organization, while the overall site was optimized to improve usability and donor engagement. Key focus areas included developing user-friendly interfaces, streamlining content presentation, and ensuring seamless interaction flows. The impact of the design improvements was measurable, with significant increases in both site traffic and donation rates.

Key Responsibilities:

- Led the redesign and rebranding of the organization's website to address inconsistent design patterns, improve visual coherence, and align with the organization's mission and values.
- Conducted market and competitor analysis to identify design trends and position the product effectively, ensuring it met both business goals and user needs.
- Created user personas and scenarios based on market research and interviews to guide design decisions, aligning with targeted user expectations and enhancing engagement.
- Developed a consistent design language using typography, color theory, and visual hierarchy principles to ensure brand identity alignment and improve usability across web and mobile applications.
- Implemented information architecture and intuitive navigation flows to enhance content organization, navigation, and searchability, improving the overall user experience.
- Designed and iteratively refined wireframes, prototypes, and high-fidelity designs using **Figma and Adobe CS**, leveraging a comprehensive design system to maintain brand consistency and facilitate scalable design iterations.
- Created a visually engaging homepage that effectively communicated the organization's mission, capturing user interest and establishing a strong first impression.
- Utilized data-driven insights from user research and usability tests to continuously optimize workflows, enhance user satisfaction, and refine design elements based on user behavior.
- Developed a detailed design system with reusable components in **Figma and integrated tools like Sketch, Zeplin, and Adobe CS**, enabling seamless collaboration, design consistency, and efficient developer handoffs.
- Led visual and interaction design efforts focusing on accessibility and responsiveness to ensure aesthetic and functional alignment across devices, optimizing for desktop, tablet, and mobile experiences.
- Collaborated with business stakeholders and project managers to incorporate feedback, align designs with business objectives, and streamline communication across teams.
- Integrated accessibility principles throughout the design process, ensuring compliance with WCAG (Web Content Accessibility Guidelines) standards to provide an inclusive experience for all users, including those with visual, auditory, cognitive, and motor impairments.

- Led visual and interaction design efforts focusing on accessibility and responsiveness to ensure aesthetic and functional alignment across devices, optimizing for desktop, tablet, and mobile experiences.
- Conducted accessibility audits and usability testing with individuals from diverse accessibility.
- Enhanced **Webflow's** CMS structure for dynamic content management and integrated custom animations and transitions to create an engaging, visually cohesive user experience.
- Optimized design elements for **SEO** within **Webflow**, improving metadata and structure for search engine visibility, resulting in a **10% increase** in site traffic.
- Boosted key business metrics through user-centered design, achieving a **12% increase** in one-time donations, a **7% increase in monthly donations**, and a **40% reduction** in design discrepancies.
- Managed project timelines and coordinated with development teams for efficient design handoff, reducing implementation time and ensuring adherence to design specifications.

Environment&Tools: Figma, Adobe XD, Optimal Sort, Lyssna, Miro, Balsamiq, Webflow, Google Analytics, Trello, Canva, HTML, CSS, WordPress, PowerPoint.

Client: KIDS CLUB, Middletown, NJ

Sep 2021 – Aug 2023

Role: UX Designer

Project Description: KIDS CLUB offers an interactive, learning-focused platform tailored to children, combining educational content with entertainment to enhance engagement. The project aimed to create seamless user journeys for both parents and children while refining the product's usability and scalability for wider adoption across different regions.

Key Responsibilities:

- Developed and fine-tuned key interfaces, including parent onboarding, home screens, progress dashboards, pricing models, and messaging tools, to create intuitive designs for parents and engaging experiences for children.
- Conducted comprehensive user research through interviews, focus groups, and surveys to identify user needs and pain points, building personas and defining key user journeys to guide design decisions.
- Designed user flows, personas, and journey maps that aligned business goals with user needs, creating consistent interactions across web and mobile platforms.
- Created and iterated wireframes and prototypes (low, mid, and high-fidelity) in **Figma and Balsamiq**, clearly communicating design concepts to stakeholders and gathering early feedback through usability testing.
- Led usability testing sessions using tools like **Maze and Lyssna**, iterating designs based on insights to align the platform's usability with user expectations.
- Collaborated closely with cross-functional teams, including product managers, developers, and stakeholders, to ensure design alignment with business objectives and smooth handoffs from design to development.
- Developed a content strategy with the content team, focusing on **visual** storytelling and creating engaging educational content aligned with the organization's vision.
- Monitored user engagement and analytics post-launch to assess design effectiveness, introducing updates that enhanced traffic and boosted both one-time and monthly donations.
- Mentored junior designers on **UX principles**, managed project timelines, and ensured design consistency for successful deployment across multiple states.
- Designed and launched responsive web interfaces in **Webflow**, incorporating custom animations and interactions tailored for a seamless experience across devices, particularly mobile phones and tablets.
- Built interactive prototypes and web pages in **Figma**, allowing quick iteration and real-time testing of designs without depending on development cycles.
- Managed dynamic content in **Webflow CMS** for features like progress tracking and messaging, enabling personalized experiences for both parents and children.
- Integrated advanced functionality with **Webflow's custom code** blocks in collaboration with developers, ensuring seamless inclusion of interactive lessons and progress dashboards.

- Created detailed **design documentation in Figma** for consistent implementation across platforms, supporting smooth developer handoffs.
- Utilized **SEO tools** in **Webflow** to optimize content and page structure, which improved site performance, user retention, and engagement rates.

Environment & Tools: Figma, Adobe XD, Optimal Sort, Lyssna, Miro, Balsamiq, Webflow, Google Analytics, Trello, Canva, HTML, CSS, WordPress, PowerPoint.

Client: Arihant Capital Markets Ltd., Indore, India

Sep 2018 – Feb 2020

Role: UX Designer

Project Description: As a UX Designer at Arihant Capital Markets Ltd., I contributed to the development of a comprehensive digital branding strategy that enhanced user interaction and engagement across various platforms. My role involved creating user-centric designs and visual elements, optimizing layouts for usability, and developing graphics for both the company website and social media channels. By collaborating closely with stakeholders and incorporating their feedback, I ensured that the final designs were not only aesthetically pleasing but also aligned with user needs and business objectives. This initiative resulted in a 25% improvement in user satisfaction and a more cohesive brand presence online.

Key Responsibilities:

- Crafted **user-focused designs** using **digital illustration** and **layout software**, prioritizing the needs and preferences of target users to enhance overall experience.
- Designed **impactful visual elements** such as logos and icons that effectively communicated brand values and improved user engagement across various digital platforms.
- Developed **intuitive layouts** that combined color theory, imagery, and typography, ensuring a seamless and accessible user experience.
- Leveraged **research findings** to benchmark user experiences, continuously iterating on design strategies for optimal outcomes.
- Collaborated with content teams to define content strategies aligned with **user journeys**, ensuring seamless storytelling across touchpoints.
- Collaborated with clients and stakeholders to incorporate their feedback into **design iterations**, ensuring the final products met usability standards and project objectives.
- Created and optimized graphics and videos for the company's website and social media channels, enhancing user interaction and information dissemination.
- Designed engaging presentations and marketing collateral for client meetings and events, focusing on clarity and user engagement to effectively communicate information.
- Utilized tools like **Adobe Creative Suite** to enhance visual appeal and functionality, resulting in a 25% improvement in user satisfaction and website aesthetics.

Environment: Adobe Creative Suite (Photoshop, Illustrator, InDesign), Figma, Sketch, Slack, Microsoft Teams, Trello, JIRA, HTML, CSS, JavaScript.

Client: Citigroup, Gurugram, India

Feb 2017 – Sep 2018

Role: Application Development Analyst / Associate UX Designer

Project Description: At Citigroup in Gurugram, India, I contributed to the enhancement of user experience for financial services, specifically focusing on credit card disputes. My role involved mapping system interactions through user flow diagrams, aligning workflows with business objectives, and streamlining processes. I conducted detailed analyses to identify improvement areas, spearheaded comprehensive test plans, and ensured rigorous testing aligned with development workflows. My leadership included managing high-visibility projects, mentoring junior testers, and facilitating knowledge transfer to improve project delivery quality.

Key Responsibilities:

- Created **user flow diagrams** to effectively map out system interactions, providing a comprehensive view of **workflows** that significantly enhance user experience and usability.
- Worked closely with stakeholders to ensure that user flows aligned with business objectives and technical requirements. This collaboration helped identify bottlenecks and streamline processes for improved efficiency.
- Gained in-depth expertise of the financial services industry through hands-on experience with **credit card disputes**, a critical function within the banking domain, enhancing both operational effectiveness and user satisfaction.
- Conducted detailed analyses of credit card dispute processes to pinpoint potential areas for improvement, focusing on both operational efficiency and overall user experience.
- Spearheaded the creation and execution of comprehensive **test plans**, ensuring that testing processes were closely aligned with development workflows and project timelines for effective execution.
- Ensured thorough coverage of **business requirements** by **validating test cases, tracking bugs**, and actively participating in **User Acceptance Testing (UAT)** to uphold quality standards.
- Managed high-visibility projects, successfully balancing multiple deliverables within tight timelines to ensure smooth project execution and delivery.
- Mentored junior testers and efficiently onboarded new team members, providing guidance on tools, processes, and best practices for testing and quality assurance.
- Led and coordinated a small team in fast-paced environments, demonstrating strong leadership and organizational skills essential for successful project management.
- Implemented effective task management and prioritization techniques to ensure that multiple project deadlines were met simultaneously without compromising quality.
- Exhibited strong collaboration and communication skills while working across teams to align test plans, technical specifications, and project milestones, fostering a cohesive project environment.
- Facilitated smooth knowledge transfer across teams, ensuring that testing activities were well-coordinated with development workflows to improve the quality of project delivery.

Environment: Figma, JIRA, Salesforce, Agile Scrum, User Acceptance Testing (UAT), Credit Card Processing.

Client: Merck, Pune, India

Aug 2015 – Jan 2017

Role: Associate Software Engineer

Key Responsibilities:

- Actively collaborated with cross-functional development teams, stakeholders, and user support groups.
- Gained a comprehensive insight of the **Software Development Lifecycle (SDLC)**, including phases like **requirement analysis, development, testing, deployment, and maintenance**.
- Fostered seamless communication between developers, testers, and support teams to align goals and ensure successful project delivery.
- Provided direct support to end users by troubleshooting software issues and ensuring smooth functionality across applications.
- Addressed **user-reported bugs** and **usability concerns** to improve the overall user experience (UX).
- Delivered feedback loops between users and the development team, ensuring continuous improvements in usability and performance.
- Led **manual** and **mobile testing efforts** with a focus on **iOS platforms** to ensure the high quality and stability of mobile applications.
- Developed detailed **test cases** and **scenarios** for new feature implementations, ensuring thorough coverage and alignment with user requirements.
- Conducted **regression testing** to identify potential issues in updated releases, ensuring that changes didn't affect existing functionality.
- Conducted **A/B tests** to compare design versions and optimize features for better conversion rates and engagement.
- Mentored junior testers, guiding them through test processes, best practices, and bug tracking procedures.

- Managed **regression testing** initiatives independently, demonstrating leadership by overseeing test planning and execution to meet project timelines and quality standards.
- Recognized for exceptional contributions to the project by being promoted to the role of Software Engineer.
- Earned the promotion through a proactive approach, leadership skills, and a consistent focus on delivering high-quality work.