Abhijeet Singh

Senior Product Designer

Toronto, ON · +1 437 557 9491 · abhijeet.singh.18891@gmail.com · abhijeetdesign.com · LinkedIn

ABOUT

Product designer with 12+ years of experience across fintech, banking, and commerce — from high-scale consumer mobile apps to complex B2B platforms. I do my best work at the intersection of hard problems and careful craft: translating systems that are genuinely difficult — regulated workflows, probabilistic outputs, decentralized infrastructure, automated financial actions — into experiences that feel clear and trustworthy to the people using them.

I've owned design end-to-end as a solo designer, led design strategy across concurrent products, built and governed design systems, mentored junior designers, and collaborated closely with engineers, researchers, product managers, compliance teams, and business stakeholders. I use AI tools actively in my practice — for research synthesis, prototyping, and moving faster without losing judgment.

EXPERIENCE

Product Designer | Momentum Financial Services Group (Money Mart) - Toronto, ON, Canada Apr 2024 – Present

Lead designer across two concurrent product lines — a consumer mobile app and a regulated B2B tablet platform — working directly with engineering, product, compliance, and operations.

Money Mart Mobile App — Consumer iOS & Android

- Led end-to-end redesign of the Money Mart consumer lending app — from competitive research and journey mapping through wireframes, prototypes, and usability testing to shipped product on iOS and Android.
- Conducted a competitive interaction audit across Canadian lenders and used findings to restructure the application flow around Quick Apply — a pre-eligibility gate that shows customers their likely loan options before any credit check runs. Shifted the experience from 'prove yourself first' to 'understand your options first,' reducing abandonment at the highest drop-off point in the funnel.
- Designed an 8-step mobile flow from concept to launch — province selection, regulatory disclosure, personal and financial information, OTP verification, processing state, and eligibility results — with detailed wireframes, interaction states, and high-fidelity mockups at each stage.
- Replaced a high-dropout manual document upload step with an embedded Flinks bank verification flow — a deliberate design decision to use a trusted third-party interface at the most sensitive moment rather than a custom screen. Result: 40% reduction in total application time.
- Designed an approved products page giving users side-by-side visibility of all eligible loan products post-approval, with an omnichannel handoff option to complete in-store.

Evolve — B2B Tablet Lending Platform

- Redesigned the core lending workflow for in-store Financial Service Representatives — architecting a pre-eligibility system (Quick Apply) that estimates loan qualification without triggering a hard credit inquiry. Result: 12% improvement in approval conversion, 15% higher average loan amounts.
- Identified a silent data quality problem — a single income field producing inaccurate eligibility estimates for clients with multiple income sources. Redesigned the input architecture to surface and resolve the ambiguity, improving downstream model accuracy without changes to the underlying algorithm.

- Designed human-in-the-loop income verification workflows balancing automated bank data retrieval (Flinks) with staff override capability — mapping clearly when the system acted, when staff intervened, and how handoffs were communicated.
- Eliminated a repeated tablet authentication interruption by redesigning session persistence, reducing friction for representatives and improving accessibility for elderly clients.
- Designed a unified AML compliance workflow for high-value transactions with real-time SignalR status updates, reducing manual reconciliation and improving regulatory data accuracy.
- Leveraged AI tools to synthesize 10+ usability research transcripts, surfacing behavioral patterns across sessions and compressing analysis time within agile sprints.
- Championed WCAG 2.1 and AODA accessibility across both the responsive web and mobile app, collaborating with engineering to validate inclusive implementation.

Motion Designer | Teknion - Toronto, ON, Canada Aug 2018 – Jun 2021

- Partnered with product and marketing teams to enhance the digital experience across the company's B2B platforms.
- Redesigned product information pages and interactive catalogue flows to improve discoverability and reduce decision fatigue for users.
- Created UI layouts, visual systems, and design patterns, ensuring accessibility and consistency across web and internal tools.
- Collaborated with internal stakeholders and external design consultants to align user needs with business and brand goals.
- Conducted heuristic evaluations and proposed user interface improvements for sales and marketing applications.

Graphic Designer | The Interconnections - Toronto, ON, Canada May 2018 – Jun 2021

- Collaborated with marketing and development teams to design intuitive user experiences for digital campaigns and landing pages.
- Translated campaign goals into user-centered designs, focusing on hierarchy, readability, and engagement optimization.
- Designed responsive web interfaces and email layouts consistent with brand systems, improving conversion rates and visual clarity.
- Conducted quick-turn usability reviews and iterations to ensure smooth navigation and alignment with client goals.
- Supported A/B testing and gathered user feedback to refine creative and interaction design decisions.

Product Designer | Kotak Mahindra Bank - Mumbai, India Jul 2021 – Feb 2023

Led design across two concurrent products at one of India's largest banks: Kotak Cherry (consumer investment platform) and an ONDC-based grocery marketplace — from discovery through launch, in a lean team collaborating across product, engineering, growth, legal, and compliance.

Kotak Cherry — Consumer Investment Platform

- Led a full product redesign of Kotak Cherry — overhauling IA, visual design, and core journeys for an investment platform existing customers already trusted, without breaking what worked. Contributed to 36% increase in retention and 35% uplift in daily mutual fund transactions.
- Redesigned the SIP (Systematic Investment Plan) activation flow — the platform's primary growth lever — from the ground up. Research revealed the core problem wasn't form length but anxiety around automated recurring deductions. Reframed the experience around perceived control: surfacing upcoming debit dates, making pause and modify options prominent, and restructuring consent architecture. Completion rate: 62% → 88%; trust rating: 3.1 → 4.3 / 5; completion time: 6.5 → 4 minutes.

- Conducted 8 moderated user research interviews and multiple rounds of prototype testing; synthesized findings through affinity clustering and emotional journey mapping to identify where user confidence dropped across the investment funnel.
- Built and governed a Figma design system of 100+ components — including design tokens, component governance standards, and cross-platform handoff specs for iOS, Android, and web — enabling consistent, scalable delivery across engineering teams.
- Conducted competitive market scans across Groww, INDmoney, Kuvera, and Paytm Money; presented strategic recommendations to product leadership to influence roadmap and positioning.

ONDC Marketplace — Decentralized Grocery Commerce

- Designed India's first ONDC-based grocery marketplace for Kotak — translating a decentralized open-commerce network (where prices, stock, and delivery were controlled by independent third-party stores) into a trustworthy, coherent consumer experience.
- Used comprehension testing — not just usability testing — to validate whether users understood the system's actual behavior: who was responsible for prices, delivery, and refunds when the platform itself had no control. Findings directly drove structural decisions around store attribution, delivery partner transparency, and checkout clarity across Android, iOS, and web.
- Designed explicit trust-building patterns — store-level attribution at listing, cart, and checkout; visible delivery partner selection; itemized pricing breakdown — to make a decentralized, non-deterministic system feel accountable and legible to everyday shoppers.

Team & Practice

- Mentored junior designers through design critiques, one-on-one coaching, and methodology guidance — establishing shared documentation standards and design quality benchmarks for the team.
- Facilitated design thinking workshops and cross-functional brainstorming sessions, translating outcomes into actionable design directions for product and engineering.

Motion Designer | Toaster.co — Google Pay - Gurugram, India May 2018 – Jun 2021

Embedded interaction and motion designer on Google Pay — designing and prototyping mobile interaction systems for one of Google's highest-scale consumer products across Android and iOS.

- Designed end-to-end interaction flows, micro-interactions, and motion systems for Google Pay — translating complex payment and onboarding journeys into fluid, low-friction mobile experiences used by hundreds of millions of users globally.
- Created a motion design system for transaction flows that reduced perceived transaction time by 15% — combining timing, easing, and state transition design to make the product feel faster without changing underlying performance.
- Reimagined the Google Pay mobile onboarding experience with new UI patterns and interaction sequences — improving completion rates by 25% and increasing positive user feedback by 40%.
- Built 50+ motion and interaction components into the Google Pay design system in Figma — documented for engineering handoff, accelerating feature delivery by 20%.
- Facilitated cross-functional design thinking workshops connecting motion, UI, UX, and engineering — increasing engagement in targeted transaction flows by 30%.
- Prototyped high-fidelity interaction concepts in Principle and After Effects to communicate motion intent and bridge the gap between design vision and engineering implementation.

Graphic & Motion Designer | Wunderman - Gurugram, India Dec 2017 – Apr 2018

- Designed brand and campaign assets in Illustrator, Photoshop, and After Effects for Microsoft, Kellogg's, and Pringles across static and animated formats.
- Pringles Valentine's Day campaign: 426K impressions, 331K reach.

Graphic Designer | Flamingo Digital - Gurugram, India Apr 2016 – Nov 2017

I was responsible for designing social media creatives, micro-sites, infographics, e-mailers & OOH for brands like Oppo, Clarks,Polaris, Kaff Appliances, etc.

Graphic Designer | AdGlobal360 - Gurugram, India Jul 2015 – Mar 2016

I was responsible for designing social media creatives, Google banners & infographics for brands like Zopo, Career Builder, BDI, M3M & other SMBs.

3D Animator | Sterling Pixels - Gurugram, India Jun 2014 – Jun 2015

I designed social media ads for brand awareness and helped in animation for 3D videos produced for educational use.

EDUCATION

Bachelor of Arts — Visual Effects & Animation 2011 – 2014

Indira Gandhi National Open University, New Delhi