

Shani Singh

UX Designer / Graphic Designer

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Dedicated UX designer with expertise in EdTech and a deep interest in climate, and outdoors. Adept at crafting inclusive digital experiences to revolutionize education. Skilled in user-centered design, accessibility, and design thinking. Champion of diversity and inclusion in design. Proficient in responsive design, style guides, and cross-team collaboration.

Work Experience

Kudu Creative | UX Consultant | Easton, PA (Remote)

06/2024 – Present

- Collaborating with the team to redesign the local news website (lehighvalleynews.com) to enhance user experience and increase engagement.
- Conducted user experience audits, created surveys to develop user personas, and created user journeys.
- Performed market research on other news websites to identify best practices and inform design improvements.
- Analyzed Pars.ley Analytics data and CrazyEgg heatmaps to inform design decisions, leading to increased unique readership, newsletter signups, and donations.

SURFWISELY | Founding Product Designer | USA (Remote)

10/2023 – Present

- Initiated comprehensive user research for the student web platform with the intent to craft a gamified cybersecurity education experience, aiming to elevate user engagement and promote effective knowledge retention.
- Content Design & Accessibility: Enhanced the student platform for better accessibility and engagement, aligning with WCAG standards.
- Email Design: Created targeted email campaigns aimed at motivating students and teachers to actively engage with the platform, providing clear guidance and support for their educational journey.

PIMSPPOINTS | Lead UX Designer | USA (Remote)

03/2023 – Present

- Collaborated with a design team to streamline the parent and admin/staff registration process on mobile devices, increasing operational efficiency and staff integration speed.
- Designed user-centric merchant web platform features, including poll, document, and task feedback sections, and led the homepage dashboard redesign to enhance user experience.
- Conducted user interviews, affinity mapping, and competitive/comparative analysis to gather qualitative data and insights.
- Utilized UX tools like user flows, created mobile wireframes, prototyped, and conducted usability tests to iterate on designs.
- Designed regular emails and presented design solutions to stakeholders.

Freelance Graphic Designer

02/2020 – Present

- Designed a business website for a local freight trucking company (2020–2022), helping brokers and drivers communicate with carriers, track freight, and streamline job applications.
- Created social media marketing visuals across Instagram, Facebook, and LinkedIn to enhance brand visibility and recruitment.
- Crafted menus for local restaurants and event banners for EdTech startups, focusing on brand engagement and clear visual communication.
- Designed distinctive logos and brand identities to meet diverse client needs.

CLIMATE SCIENCE | Product Designer | Remote**06/2023 – 09/2024**

- Collaborating closely with a product team to craft a quiz app, emphasizing a gamified experience that engages users in courses and interactive learning about climate.
- The intended outcome is increased engagement and retention.

KAUR FOUNDATION | Summer Intern UX Designer | USA (Remote)**06/2023 – 08/2023**

- Redesigned a non-profit organization website to increase the SUS.
- Revamped various pages to include intuitive layouts that ensured effortless browsing and swift access to pertinent information.
- Advocated for the importance of good UX design with uninformed stakeholders and drove buy-in for additional research.

UPLIFT K-12 | Intern UX Designer | USA (Remote)**01/2023 – 03/2023**

- Designed a gamified learning experience for teachers to provide positive reinforcement, build confidence, and foster a safe learning space for K-12 students. The intended outcome was improved CSAT for students and teachers.
- Conducted full end-to-end UX/UI research and design to deliver website designs poised to increase the customer satisfaction score (CSAT).

Skills and Tools

Design Visual Design / Interaction Design / Branding / Logo Design / Print Design / Responsive Web-Mobile Design / User Flow / Wireframing / Information Architecture / Prototyping / Accessibility / Inclusive Design / Design Systems / Mobile App Design / Style Guides / Interactive Prototyping / Agile Design Practices / Problem Solving

Research User Interview / Affinity Mapping / Competitive Analysis / Usability Testing / User Research / Journey Maps / Data and Analytics / A/B tests / Card Sorting / Surveys / Communication

Tools Adobe Creative Suite / Figma / Notion / Optimal Workshop / Adobe XD / Miro / Slack / Asana / Zoom / User Testing / Microsoft Office / WordPress / Basic HTML/CSS / Squarespace / Canva / Dubsado

Education

GENERAL ASSEMBLY, Remote (USA)

2022–2023**UX Design Immersive Program Certificate**

User Experience Design program with 400+ hours focused on user-centered design thinking and processes. Applied research, ideation, content strategy, wireframing, prototyping, user testing, and visual design to deliver goal-driven design solutions for real-world clients and scenarios.

JOHN BRYCE COLLEGE

2018–2020**Graphic Design Diploma**

A robust focus on typography, color theory, and branding. Gained hands-on experience in WordPress, HTML/CSS, and acquired proficiency in the Adobe Creative Suite and Adobe XD. Specialized in both mobile and web UI/UX design, ensuring a strong foundation in user-centric and visual design principles.

Awards**PhillyCHI Design Slam****2023**

For designing solutions to help Mighty Writers reach families who needed their programs.