

SAHIB SINGH

UX DESIGNER & RESEARCHER

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EDUCATION

- 2015 - 2017 **MS, Human Computer Interaction**
Georgia Institute of Technology
Focus areas: Human Centered Design, User Research Methodologies, Interactive Prototyping, Design Thinking
- 2014 - 2015 **MBA, Marketing & Finance**
Panjab University
Focus Areas: Consumer Behavior, Statistics and Quantitative Research Methods, Global Marketing
- 2010 - 2014 **BS, Information Technology**
Panjab University
Focus areas: Programming Paradigms, Operating Systems, Algorithms and Data Structures, Computer Networks

SKILLS

- Design Process Modeling, Wire-framing, Story-boarding, Interactive Prototyping, Visual Design, Data Visualization
- Research Contextual Inquiry, Interviewing, Competitive Analysis, Affinity Diagraming, Think-Aloud Protocols, Heuristic Evaluation, Usability Testing & Evaluation
- Software Sketch, InVision, FramerJS, Photoshop, Illustrator, Unity
- Code HTML, CSS, JavaScript, JQuery, Unity, Arduino, C++, Python, Java

EXPERIENCE

- Jul '17 - Present **Moment Design • Product Designer**
Working with a global financial firm to conduct research, define product strategy and design compelling web and mobile experiences for a wealth management platform.
Collaborating closely with subject matter experts to gather project requirements and technical knowledge.
Leading and facilitating stakeholder reviews and participatory design exercises with stakeholders.
- Jun '16 - Aug '16 **ADP Payroll Services • UX Research Intern**
Conducted user research focused on improving the effectiveness of the ADP payroll dashboards for payroll practitioners.
Designed and conducted contextual inquiries to map their user journey, analyze user behavior and identify key requirements.
Synthesized research findings and presented design suggestions to the UX and product team.
- Aug '15 - May '17 **Georgia Institute of Technology • Research Assistant**
Led a team of designers and developers to redesign and strengthen the branding and web presence of a community organization serving the underprivileged in Atlanta.
Responsible for defining project scope with stakeholders, implementing UX best practices and facilitating collaboration between designers and developers on the team.
- Jan '14 - Dec '14 **Reverie Language Technology • UX Designer**
Designed the character layout and typing interactions for a mobile keypad for Punjabi (Indian regional language).
Researched, identified and leveraged on the speaking behavior of the user to inform and propose design ideas which mirrored the user's mannerisms for an intuitive typing experience.
The keypad was later recognized by Google under their Android One initiative and adopted by 3 major mobile manufacturers in India.
- 2016 - 2017 **Master's Capstone Project • UX Researcher & Designer**
Conducted behavioral research, informed design decisions from research findings, iteratively developed, evaluated and tested a functioning prototype to identify challenges and opportunities in designing a VR platform for social TV watching.
- 2015 **ROTC Low Light Navigation Tool • UX Researcher & Designer**
Conducted ethnographic research, interviews and focus groups to identify key design principles to build and evaluate a prototype aimed at improving navigation in the dark for the ROTC cadets.
- 2016 **GTPD K9 Mobile Application • UX Designer**
Conducted contextual research, formulated user interaction, created wireframes of a mobile application to help the Georgia Tech Police Department's K9 Unit record and track training data from their dogs.