

Arminderpal Singh

Principal Experience Designer



Scan QR code
for portfolio

Currently working as Principal Experience Designer @Designit - a Wipro Company, with 14 years of experience in sectors including Telecom, Banking, Media, E-commerce, Healthcare, & many more.

Crafting equitable and enjoyable user experiences, where usability meets delight.

portfolio
arminkalra.com

mobile
+918700671102

email
arminderpal2007@gmail.com

Arminderpal Singh

Principal Experience Designer



Scan QR code
for portfolio

Skills that Spark Innovation in Every Interaction

User Experience Design

Usability Testing

Wireframing

User interface Design

Heuristic Evaluation

Interaction Design

Web Design

Journey Mapping

Prototyping

Mobile App Design

Service Design

User Interviews

Product Design

Design System

UI/UX

Visual Design

Design Thinking

From Imagination to Interaction: My UX Design Tools



Figma



Miro



Adobe Photoshop



Sketch



Invision



Adobe Illustrator



Zeplin



Adobe XD



Invision

Knowledge Hubs - Elevating UX Mastery

Design Thinking & Innovation Certification

Delhi IIT, India - 2021

PGDM for Design Interactive Media

Middlesex University, London, UK - 2011

Diploma in Multimedia

Arena Multimedia (Aptech) - 2005

Bachelor in Arts

Delhi University, India - 2005

portfolio
arminkalra.com

mobile
[+918700671102](tel:+918700671102)

email
arminderpal2007@gmail.com

Arminderpal Singh

Principal Experience Designer



Scan QR code
for portfolio

**A Decade of
Crafting
Professional
Success
Stories**

Designit - a Wipro Company

Principal Experience Designer

2022 - Present

- **Led design initiatives for Cynergy Online Bank, London**, improving user experience through extensive user research, persona creation, and iterative design processes.
- **Collaborated with stakeholders** to develop user-centric design solutions utilising design thinking methodologies.
- **Produced comprehensive design artefacts** to ensure smooth handover to development teams.
- **Implemented agile methodologies**, including sprint planning, build review sessions, and continuous design enhancements.

Yesbank Pvt Ltd

UI / UX LEAD

November 2019 - August 2022

- **Gathered and analysed** requirements from business stakeholders to create user-friendly and customer-oriented wireframes, high-fidelity design mockups, and interactive prototypes.
- **Led design initiatives** for multiple projects simultaneously, including Yesbank Genie, Yesbank Constellation, Yesbank ARMS, Yesbank Personal Finance Management, and Yesbank Push Notification.
- **Collaborated closely with key stakeholders** and third-party development teams on product planning and execution, ensuring intuitive and delightful user experiences.

portfolio
arminkalra.com

mobile
+918700671102

email
arminderpal2007@gmail.com

Arminderpal Singh

Principal Experience Designer



Scan QR code
for portfolio

A Decade of Crafting Professional Success Stories

Etisalat

UI/UX Expert

May 2017 - October 2019

- **Collaborated closely with product managers and business analysts** to align business vision with user needs, delivering comprehensive UI/UX solutions.
- **Focused on creating wireframes, mockups, user flows, user research, design thinking, personas, and visual designs** to effectively communicate interactions with developers and stakeholders.
- **Translated business goals into easy-to-use user interfaces** for various projects, including Etisalat SMB mobile app, Etisalat Business, Etisalat uCaaS, Etisalat vSaaS, and Etisalat E-commerce app.

Ndtv- Gadgets360

Senior UI & Digital Designer

December 2015 - February 2017

- **Designed and maintained the User Interface** for Gadgets360, including new launch web pages, enhancements to existing layouts, and online marketing materials such as emailers, newsletters, and banners for Facebook, Google, and Instagram.
- **Conceptualised and created design tasks** in collaboration with the marketing team, ensuring alignment with overall marketing strategies.
- **Collaborated closely with key stakeholders** across product, marketing, and development teams to deliver intuitive and engaging user experiences.

portfolio
arminkalra.com

mobile
[+918700671102](tel:+918700671102)

email
arminderpal2007@gmail.com

Arminderpal Singh

Principal Experience Designer



Scan QR code
for portfolio

A Decade of Crafting Professional Success Stories

OLX

Digital Designer

August 2014 - December 2015

- **Collaborated with the Digital Marketing Team at OLX** to translate marketing requirements into compelling campaigns and designs.
- **Expanded the brand presence** in the India, Pakistan, and Bangladesh markets through strategic design efforts.
- **Produced designs and graphics for websites**, product graphics, web logos, social media graphics, banners (static and rich), email campaigns, and templates, ensuring consistency across digital platforms.
- **Ensured brand and creative consistency** across all digital and offline materials and strengthening the organisation's brand and creating concepts and designs for various online platforms.

India Today Group

Senior Creative Designer

December 2012 - July 2014

Tangence

Creative Designer

2011 - 2012

portfolio
arminkalra.com

mobile
[+918700671102](tel:+918700671102)

email
arminderpal2007@gmail.com

Let's collaborate