

Arminderpal Singh

Principal Experience Designer



Scan QR code
for portfolio

**Principal Experience Designer,
with 12+ years of experience in
sectors including Telecom,
Banking, Media, E-commerce,
Healthcare, & many more.**

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

Arminderpal Singh

Principal Experience Designer



Scan QR code
for portfolio

Skills

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

Tools



Figma



Miro



Adobe Photoshop



Sketch



Invision



Adobe Illustrator



Zeplin



Adobe XD



Invision

Education

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

Arminderpal Singh

Principal Experience Designer



Scan QR code
for portfolio

Experience

RedSofa - BCG

December 2024 - Present

Principal Experience Designer

AI-Generated Insights Platform – BCG Project

- Led design initiatives for the AI-Generated Insights Platform with BCG, driving the project from **ideation to design and enhancing user experience through research-driven workflows.**
- **Collaborated with stakeholders to create intuitive interfaces** that simplify access to complex research content using automation and conversational AI.
- **Developed user journeys, wireframes, and prototypes** to align design solutions with user needs and business objectives.
- Applied iterative design approaches and agile practices to refine features, ensuring seamless integration with development teams.

Designit - a Wipro Company

Oct 2022 - Sept 2024

Principal Experience Designer

- **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.

portfolio

arminkalra.com

Arminderpal Singh

Principal Experience Designer



Scan QR code
for portfolio

Experience

Yesbank Pvt Ltd

November 2019 - August 2022

UI / UX LEAD

- **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.

Etisalat

May 2017 - October 2019

UI/UX Expert

- **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.

portfolio

arminkalra.com

Arminderpal Singh

Principal Experience Designer



Scan QR code
for portfolio

Experience

India Today Group

Senior Creative Designer

December 2012 - July 2014

Tangence

Creative Designer

2011 - 2012