

Arminderpal Singh

Principal Experience Designer



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**AI-led UX Design Leader and
Principal Experience Designer
with 12+ years of experience
across Banking, Telecom, Fintech
E-commerce, Healthcare & many
more domains.**

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

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Skills

AI-Assisted Design & Generative AI | Data-Driven Design & UX Analytics |
User Experience Design & Strategy | User Interface Design |
Web & Responsive Design | Mobile App Design (iOS, Android) |
Product Design (SaaS, Fintech, Enterprise) |
Visual Design & Brand Systems | Usability Testing & UX Research |
Heuristic Evaluation | User Journey Mapping | Service Design |
Design Systems & Component Libraries | Design Thinking |
Wireframing (Low & High Fidelity) |
Prototyping (Figma, Rapid Prototyping) | User Interviews & Research |

Tools

 FigmaMake	 Lovable	 Adobe Photoshop
 Figma	 Miro	 Adobe Illustrator
 Sketch	 Invision	 Invision
 ChatGPT	 Adobe XD	 Zeplin

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

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Experience

Boston Consulting Group - BCG

Dec 2024 - Present

Principal Experience Designer - Consultant

AI-Generated Insights Platform

- Worked with BCG on designing an **AI-driven insights** platform that helps users navigate and extract value from large volumes of **research data**.
- The platform **leveraged generative AI** and conversational interfaces to enable users to ask questions and get contextual insights, making complex information more accessible and actionable.
- Focused on designing intuitive experiences for data-heavy workflows, ensuring clarity, usability, and scalability through reusable patterns and structured design approaches similar to design systems.
- This experience strengthened my ability to **design for AI-powered products**, especially where simplifying complexity and enabling better decision-making is critical.

Designit - a Wipro Company

Oct 2022 - Sept 2024

Principal Experience Designer

Worked on digital product experiences for leading global enterprises, focusing on corporate banking and insurance platforms across web and mobile ecosystems.

- For **Cynergy Bank**, led UX design efforts to simplify complex **corporate banking workflows** by leveraging user research, personas, and iterative design. Also contributed to **expanding and strengthening the design system** by standardizing UI components and interaction patterns, improving consistency and enabling faster design and development cycles.
- For **US Bank**, contributed to designing scalable and intuitive digital experiences aligned with **enterprise standards**, collaborating closely with cross-functional teams and ensuring consistency through shared **design patterns** and **evolving design system** practices.
- For **Aviva**, worked on enhancing **customer-facing digital journeys** by improving information architecture, interaction design, and overall usability across key touchpoints.

Across projects, my primary focus was on designing and **improving corporate banking** experiences, while also contributing to the **expansion of design systems** to bring consistency and scalability across platforms, and **enhancing overall digital services** for enterprise users.

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Experience

Yesbank Pvt Ltd

November 2019 - August 2022

UI / UX LEAD

- Led design initiatives for multiple platforms including **Yesbank Genie, Constellation, ARMS, and Personal Finance Management**, with a strong focus on improving usability within both **retail and corporate banking** journeys.
- As part of scaling design across multiple products, contributed to **bringing consistency** in UI patterns and workflows, gradually moving towards a more **structured design system** approach to ensure alignment across teams.
- Worked closely with business and product stakeholders to gather and translate requirements into user-friendly wireframes, high-fidelity designs, and interactive prototypes across key banking products.

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.

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Experience

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.

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.

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Experience

India Today Group

Senior Creative Designer

December 2012 - July 2014

Tangence

Creative Designer

2011 - 2012

The Oxylabs

UI Designer

Mar 2009 - Jan 2010

Web Development Company - IBM Project

UI Designer

Feb 2008 - Oct 2008

Compare Infobase Ltd

Graphic Designer

Mar 2006 - Feb 2008