

Abhey Singh

5+ years designing functioning & memorable product and communication experiences

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Work Experience

UI/UX Designer / Elite Digital Agency

Mar 2022 - Ongoing, Toronto, Canada

- Performed research (secondary + competitors + stakeholders inputs), determined goals/KPIs, ideated for solutions, determined information blocks and flow (Information Architecture/User Flow if needed), and created mid-fidelity digital wireframes for webpages (elitedigitalagency.com)

Digital Designer / Canadian Tire

Aug 2019 - Feb 2021, Toronto, Canada

- Conceptualized and created wireframes, prototypes & visual design of responsive webpages (canadiantire.ca), and designed creative assets for digital - email campaigns | banners
- Worked closely with project managers, producers, copywriters, and developers in an agile working environment ensuring proposed designs are properly translated in code

Communication Designer / Bombay Shaving Company

Oct 2017 - Feb 2019, New Delhi, India

- Conducted user and market research; wire-frames, A/B testing, visual design, to improve and create new user experiences for website fulfilling business and user goals
- Setup in-house content creation team; replaced agency and lowered cost; mentored and led a team of designers; established KPIs and metrics; set-up tracking and reporting
- Designed digital marketing assets (videos, creatives, GIFs, carousels) for social media, CRM and performance marketing | consumer insights | data analysis | brand language

Design Research Associate / IIT Bombay

Aug 2015 - Dec 2016, Mumbai, India

- Ethnographic research conducting contextual user interviews focusing on arts & crafts of different regions in India, resulting open source research resources

Education

Master of Design

2013 - 2015

Visual Communication
IDC School of Design, India

Google UX Design

Sep 2021 - Jan 2022

Professional certificate by
Google in UX on Coursera

Skills

Communication Design

Layout • Typography • Photography • Film-making • Animation
Photoshop • Illustrator • After Effects • Premiere Pro
Creativity • Design Thinking • Branding • Collaboration

User Experience Design

User-Research • Information Architecture • User-Flows
Wire-framing • Prototyping • User-interface Design • Usability
testing • Adobe XD • Figma • Design System