

# MOHIT SINGH

Mobile: +91 8449157501 | Email: mahirautela2020@gmail.com | [LinkedIn](#) | [Portfolio](#)

Experienced UX-certified product designer with 6+ years across e-commerce, healthcare, fintech, and enterprise B2B and B2C products — leveraging AI to accelerate design-to-code delivery, surface smarter insights, and drive measurable outcomes aligned with business objectives.

## WORK EXPERIENCE

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### Coforge • Full Time • Noida, India

Lead UX Designer

Sep 2025 – Present

- Lead design thinking workshop across projects, turning complex business needs into clear, scalable digital solutions that improve clarity and reduce delivery risks.
- Spearheaded discovery workshops for one of ANZ's largest broker platforms—mapped personas, journeys, and pain points to MoSCoW-prioritized business requirements, delivering HCD-validated MVP that modernized legacy systems for cloud readiness. Cut partner onboarding **from 4 weeks to <1 week**, projected to unlock **AU\$35–70M annually** (2–4% FY24 revenue) in new streams while **enabling AU\$90–140M annual** savings (5–8%) in infrastructure/support. Work praised by brokers community, Head of Product, General Manager, and CTO.
- Drove design system adoption, **boosting design-to-code efficiency 60–70%**; built marketplace/customization features to expand platform user base by up to 30-40%.
- Shaped UX strategy for RFP/pre-sales, converting opportunities into revenue-generating wins; strengthened practice through knowledge sessions bridging design, product, and AI thinking.

### Standard Chartered Venture • Full Time • Noida, India

Sr. Product Designer

Aug 2023 – Sep 2025

- Led the design of a volumetric weight calculator and package-type recommendation system for shipments, **reducing logistics costs by 50% for SOLV and its sellers** across a **₹200 Cr/month GMV (\$22.7M) marketplace**.
- Led end-to-end design of the Financial Portal and Android app, reducing seller settlement time **from 7–10 days to 1–3 days**, **decreasing CRM tickets by 25%**, and improving trust and transparency between sellers and **SOLV**.
- Designed for cross-functional platforms including the Order Management System, Seller Portal, and Seller App (500k+ installs), focusing on scalable, user-first solutions.
- Actively engaged with users through field visits and interviews to gather insights, identify pain points, and improve platform experience—driving profitability for both the business and its users.
- Contributed to the in-house design system by updating visual styles, managing components, and ensuring consistency across products; created wireframes, user flows, prototypes, conducted usability testing, heuristic evaluations, and supported User Acceptance Testing.

### EMIDS • Full Time • Noida, India

Product Designer

May 2022 – May 2023

- Designed B2B enterprise and B2C mobile products for major clients including **CVS Health**, **HealthComp** and **Loudoun Pharmacy**, delivering user-focused, scalable MVPs across healthcare and streaming platforms.
- Conducted user interviews, facilitated usability testing, and applied heuristic evaluation methods to improve product usability and inform design decisions.

- Collaborated with product managers and designers to build a robust design system for an iOS app, ensuring consistency and scalability across components.
- Created user personas, user flows, wireframes, moodboards, and prototypes; validated concepts through cross-functional reviews and iterative testing in staging environments.

**Basix Education Pvt Ltd • Full Time • New Delhi, India**

Sr. Motion Graphic Artist (Digital Marketing) Sep 2019 – Jun 2021

- Worked with CXOs and the business development team to align on business goals and digital strategy.
- Designed promotional video ads and e-learning content for digital platforms.
- Developed visual branding elements and digital marketing assets to support business growth.

**AMC Square Pvt Ltd • Full Time • New Delhi, India**

Sr. Video Editor Apr 2017 – Nov 2017

Designed and developed 2D motion graphics and video deliverables for eLearning platforms, enhancing visual storytelling and content engagement.

**Credit Nation • Internship • New Delhi, India**

Graphic Design Jan 2016 – Aug 2016

Designed banners, flyers, social media creatives, and graphical presentations aligned to business requirements.

**EDUCATION**

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**UTTARAKHAND TECHNICAL UNIVERSITY** Dehradun, India  
 B.Sc. in Animation and Visual Effects Jul 2013 - Jun 2017

**ImaginXP** Bengaluru, India  
 Certification in Design Thinking & User Experience Design Oct 2021 - Feb 2022

**ADDITIONAL**

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**Skills:** User Interface Design, User Experience Design, Micro-Interaction Design, User Research, Flow Designing, Usability Testing, Heuristic Evaluation, Collaboration, Product Design, Human Centred Design, Agile Methodology, AI-assisted Prototyping, Claude, Figma AI, Adobe After Effects, GitHub, Storybook, Lottie and Figma.

**Certifications & Training:** Enterprise Design Thinking (IBM), Google Analytics, Product Management (Mind the product), AI Fluency: Framework & Foundations (Anthropic), Google Generative AI and Google UX Design Certification.