

Kritika Singh

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SUMMARY

Product Designer with 5+ years of experience creating intuitive digital products that solve complex problems through thoughtful design and strong product thinking. My expertise spans UX research, interaction design, design systems, UX writing, and front-end development, enabling me to take products from early discovery to implementation. Having worked across healthcare, enterprise SaaS, and EdTech, I collaborate closely with founders, engineers, clinicians, and cross-functional teams to build scalable, accessible, and user-centred experiences that create meaningful business impact.

SKILLS

Design skills: User Research, Usability Testing, Information Architecture, User Journey Mapping, Data Driven Design, Design Thinking, Design Innovation, Team Leadership, Cross-functional Collaboration, Wireframing, Interactive Prototyping, Responsive Web Design, Component Libraries and Design Systems

Technical skills: Adobe Creative Suite, Figma, Miro, Google Analytics, Framer, Balsamiq, HTML, CSS, Cursor, AI-Assisted Development & Deployment

EXPERIENCE

Synduct GmbH, Germany Remote (August 2025 to Current)

UX Design Lead

- Leading end-to-end product design for DR.INFO, an AI-powered clinical knowledge platform used by physicians for evidence-based decision support. Designed and developed iOS app for DR. INFO
- Defined product strategy, information architecture, and interaction patterns across web, iOS, and workflow experiences, balancing clinician needs with business goals.
- Designed AI-first workflows and dashboards including conversational search, ambient scribe, discharge letters, drug information, guideline search, and clinical evidence experiences.
- Built and evolved a scalable design system, improving design consistency, accessibility, and engineering efficiency across products.
- Collaborated closely with physicians, founders, engineers, and regulatory stakeholders to validate concepts through continuous user research and usability testing.
- Owned UX writing, homepage messaging, onboarding, and feature positioning, translating complex clinical capabilities into intuitive user experiences.

Instantly Creative Canada, Remote (April 2024 to Dec 2024)

Senior UX Designer

- Designed Cysterhood, an AI-powered women's health app for PCOS management, integrating AI for personalized symptom tracking and nutrition guidance.
- Leveraged supervised and unsupervised machine learning algorithms to analyze user input (symptoms, diet, lifestyle) to generate personalized recommendations.
- Created AI-driven user journeys and wellness dashboards to enhance long-term user engagement and retention.
- Developed progressive onboarding experiences, increasing first-time user retention by 15%.
- Streamlined design handoff with modular systems, improving cross-functional efficiency by 4x.

Plotlabs Technologies, New Delhi, India (May 2022 to Jan 2024)

UX Designer

- Designed Lessonbee dashboards focused on data visualization for educational platforms.
- Created modular UI components, reducing design turnaround time by 20%.
- Conducted user research and usability testing.
- Led design system development for scalability and consistency.

Leverage Edu, New Delhi, India (Mar 2021 to Apr 2022)

Associate Graphic Designer

- Created 20+ digital designs for study-abroad campaigns, improving lead conversions.
- Collaborated with marketing analysts to optimize designs using engagement metrics.

McCann Worldgroup, New Delhi, India

Art Direction Trainee

Jan 2020 to Jun 2020

- Contributed to Census of India 2021 awareness campaigns.
- Assisted in conceptualizing and producing ad films.

EDUCATION

Bachelor of Design

National Institute of Fashion Technology, Patna, India (2016 to 2020)

CERTIFICATIONS

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- HCI (Human-Computer Interaction) from Interaction Design Foundation
 - Agile Methods of UX Design from Interaction Design Foundation