

JYOTI SINGH

Product & Systems UX Designer

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[Linkedin](#) [Portfolio](#) [Behance](#) [Dribbble](#)

PROFILE SUMMARY

Product & Systems UX Designer with 3+ years of experience designing complex, information-dense interfaces across defense technology, fintech, government, and enterprise software. Trained at the **National Institute of Design, Ahmedabad** – an industrial design background that directly shapes how I approach systems thinking, information architecture, and cognitive load. I specialize in translating high-complexity requirements into structured, usable product experiences: from mission-critical operator interfaces to scalable design systems to end-to-end product ownership across international client projects. I work best at the intersection of product thinking, workflow design, and close cross-functional collaboration.

WORK EXPERIENCE

UI/UX Designer

Raphe mPhibr Pvt. Ltd | Noida

June 2024 - Present

India's leading indigenous UAV manufacturer · Defense technology · Products deployed with Indian Army, Navy, Air Force, and paramilitary forces

- Designed and optimized **3-4 mission-critical GCS and HUD dashboard systems** for advanced drone operations – applying operator-centered design principles to manage cognitive load and improve decision-making clarity in real-time, high-stakes environments.
- Built a **design system of 20-30 components** for internal operator interfaces, establishing consistent interaction patterns, visual language, and documentation used across engineering and product teams.
- Collaborated with cross-functional teams on **product communication and exhibition materials** for global defense expos, contributing to a brand presence that represented the company internationally.
- Worked in close collaboration with engineering teams to translate complex technical requirements into structured UI workflows, balancing usability with strict operational and confidentiality constraints.

UI/UX Designer II

Plaxonic Technologies | Noida

Oct 2022 - Feb 2024

Software consultancy serving Indian government agencies and international clients across fintech, e-commerce, and enterprise software

- Led design independently across **8+ client projects** – 5 international, 2 Indian government, and 1 domestic – taking full ownership from UX research and information architecture through high-fidelity UI and developer handoff.
- **Shipped 4 live products:** a field operations management app for Delhi Jal Board (~45 screens), a festival platform for Kullu Dussehra (~20 screens), a renewable energy portal for Himurja (~22 screens), and a fintech platform redesign currently in active use.
- Redesigned the Plaxonic company website – restructured the **information architecture** and content hierarchy before any visual work, transforming a cluttered site into a guided client journey that successfully launched.
- Designed **scalable design systems from scratch** for each project – component libraries, spacing systems, and UI patterns – all built independently and handed off directly to development teams.
- Promoted to **Designer II**; mentored 3 junior designers, raising team-wide output quality and establishing stronger UX review practices.

UI/UX Designer - Intern

HIE HQ | Remote

Feb 2022 - Aug 2022

- **Conducted UX research** – competitor benchmarking, user journey mapping, and usability analysis – for a fintech client project, contributing to a structured research report and recommendations.
- Explored and contributed to the early UX design of an **internal enterprise collaboration platform** (a Teams-style product intended for wider commercial release) – including user flows, interface concepts, and interaction patterns.
- Designed **~40 high-fidelity UI concept screens** across fintech and enterprise themes, published on Dribbble – building visual design fluency and receiving early recognition from the design community.

Design - Intern

Studio Adipa | ORVI Design Studio | India

2021 - 2022

- Product and industrial design internships completed during NID – strengthened systems thinking, process discipline, and material reasoning that now informs product UX practice.

EDUCATION

Bachelor of Design (B.Des.) – Industrial Design

National Institute of Design (NID), Ahmedabad

2017 - 2022

Specialization: Ceramic and Glass Design · India's premier design institution. Four-year program grounded in design thinking, systems observation, human-centered process, and material craft – a foundation that directly shapes my approach to complex product and workflow design.

SKILLS

Product & UX: Information Architecture, User Flows, Workflow Design, Interaction Design, Usability, Cognitive Load Reduction, Design Strategy, Product Thinking

Design Systems: Component Libraries, Design Tokens, Variables, Scalable UI Patterns, Developer Handoff

Research: User Research, Competitor Benchmarking, Journey Mapping, Heuristic Evaluation

Tools: Figma, FigJam, Adobe XD, Adobe Creative Suite, Qt Design Studio, Miro, AI-assisted Design Tools

Collaboration: Cross-functional Teamwork, Engineering Collaboration, Stakeholder Communication, Mentorship

CERTIFICATIONS

UI Components Design | Uxcel

2024

Design Terminology | Uxcel

2024

Gamification in UX Design | UI UX Global

2023

Google UX Design Professional Certificate | Coursera/Google

2021

LANGUAGES

English: Professional proficiency | **Hindi:** Native proficiency