

PRABHJOT SINGH

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SUMMARY

User Experience Designer with 6+ years designing web and mobile products across booking, SaaS, and client engagements. Lead user research, usability testing, and end-to-end UX from discovery through shipped UI. AI assisted workflows (Cursor, Claude) accelerate prototyping and design-to-engineering handoff.

SKILLS

UX and UI Design: User Research, Usability Testing, Interaction Design, Information Architecture, User Flows, Wireframing, Prototyping, Design Systems, A/B Testing, Conversion Optimization, Accessibility

Collaboration and Leadership: Cross-functional Collaboration, Stakeholder Communication, Design SME, Mentorship

Design to Code: Figma Dev Mode, HTML, CSS, React, Tailwind CSS

Tools: Figma, Cursor, Claude, Framer, Generative UI

EXPERIENCE

thesqua.re

Oct 2024 - Present

AI Product Designer (UX/UI)

- **Led** UX design for a SaaS-based PMS platform at The Squa.re used by global hotel and property businesses, improving onboarding and subscription adoption.
- Lifted booking checkout conversion by **~15%** through an A/B tested funnel redesign, combining user research, usability testing, and behavioural analytics in Mixpanel.
- Redesigned the careers platform with an improved application experience, contributing to an **estimated 30% increase** in application completion rates.
- Designed high-converting luxury stay landing pages, contributing to stronger engagement and an **estimated 11%+** increase in qualified leads.
- **Shortened** design-to-engineering handoff by **~30%**, measured across 6 sprints, by pairing Figma prototypes with Cursor and Claude to generate production-ready Tailwind components.

WebusSolutions, New Delhi

Nov 2020 - Oct 2024

UX Designer

- **Led** the design and development of user-centered digital products, including mobile applications and responsive web platforms, significantly **enhancing** user engagement and satisfaction.
- Developed intuitive **information architectures** and **user flows** for complex systems, simplifying navigation and reducing user friction.
- Conducted comprehensive **user research** through interviews, surveys, and usability testing to inform design decisions and improve product functionality.
- **Collaborate** with product managers and developers to implement innovative UI/UX solutions.
- **Present** and defend designs to stakeholders, ensuring alignment with business goals and branding guidelines.

EDUCATION

Shaheed Bhagat Singh College, Delhi University

Apr 2013 - Jul 2016

Bachelors of Commerce