

Kritika Singh

Product Designer

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Profile

Product designer with 6+ years taking products from early exploration to launch, on web and mobile, across AI tools, fintech and B2B. I design how AI features behave, prototype in working code with Claude Code and Cursor, and build my own agents with the Claude API. I love experimenting with new tools, and right now I'm exploring TouchDesigner. A Computer Science background means I work closely with developers.

Experience

Gravitad Lead UX Designer Oct 2024 – Feb 2026 · Remote

- Defined how three AI features behave on a video collaboration platform: asset tagging, version comparison and review routing. I decided what the AI suggests, when it asks, and what it hands back.
- Designed how people review, correct and approve AI results, so they could see how sure it was and trust it.
- Built a working coded prototype with Claude and Cursor to test ideas with engineers before building.
- Ran 12 interviews across two studios and found the real problem was access, not review quality.
- Four rounds of usability testing: editing cycles 65% faster, task completion 92%.

Hazedawn Limited Product Designer Aug 2022 – Sep 2023 · Remote

- As sole designer, took a mobile issue-reporting app for construction sites from zero to launch, for three roles, with developers and QA.
- Tested prototypes on site to shape a 3-step flow done in under 60 seconds: reporting 40% faster, 30% more follow-ups completed.
- Grew the component library alongside the product, and mentored a junior designer.

Sparklin Innovation UX Designer Jan 2022 – Jul 2022 · Remote

- Redesigned login and onboarding for ICICI Bank's 79M+ customers on web and mobile: completion up from 60% to 82%, 25% faster.
- Built a design system from scratch: tokens, 80+ components and documentation, to WCAG 2.1 AA.

Wipro Technologies UI/UX Designer, Cigna Healthcare Jan 2019 – Dec 2021 · Chennai, India

- Redesigned data-heavy member portals (claims, benefits, provider search) for a US health insurer.

AI projects, built with the Claude API

Job tracking and job monitor agents. Track and watch a job search end to end. I designed how each agent works and when it hands back to me, then built them.

Content agent. Writes posts for @archivingpresence, an Instagram account about interactive contemporary art.

Skills

Product Design End-to-end design, problem framing, user flows, interaction design, prototyping

Interface & Systems Web, iOS and Android UI, design systems, micro-interactions, WCAG 2.1 AA

AI AI behaviour and trust design, Claude API, Claude Code, Cursor, Figma AI

Tools & Code Figma, FigJam, Maze, Dovetail, HTML/CSS/JS

Research Interviews, contextual inquiry, field shadowing, usability testing, synthesis

Education

MSc Interaction & Experience Design University of Limerick 2023 – 2024

B.Tech Computer Science Engineering SRM University 2015 – 2019