

# Tina Singh

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## PROFESSIONAL SUMMARY

Senior Product Designer with 10+ years of experience specializing in enterprise design systems and complex SaaS platforms. Led the evolution of a cross-product design system adopted by 5+ teams, improving delivery speed by ~40% and achieving 95% design-to-code parity. Known for scaling component libraries, governance, and accessible UX (WCAG 2.1) in close partnership with engineering and product.

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## WORK EXPERIENCE

### Senior Product Designer — Oct 2022 – Present

BeyondTrust | Remote

- Led design system strategy and roadmap for a cybersecurity platform used by 5 product teams: defined governance, tokens, and release cadence.
- Designed and published a reusable component library, improving delivery speed by ~40% and reducing detached instances by 80%.
- Established design-to-code integration workflows with engineering, achieving 95% parity and reducing handoff rework by 30%.
- Enabled adoption through documentation, workshops, and metrics dashboards — system adoption scaled from 1 to 9 teams in 12 months.
- Provided design reviews and system guidance to designers and engineers to maintain consistency and accessibility standards (WCAG 2.1).

### Product Designer — Aug 2022 – Sep 2022

Nurun | Toronto (Contract)

- Delivered an MVP component audit and redesign recommendations adopted by the core product team.
- Designed UI elements for an interactive wall in a production facility tour, supporting a clear, engaging visitor experience.

### Deputy Design Lead — Oct 2021 – Jun 2022

Think Design Collaborative | Delhi, India

- Reviewed the QuickC tool, found UX issues, and recommended changes that increased engagement by 20% and improved performance by 14%.
- Worked with researchers and SAP developers to keep designs consistent across 162 finance products, improving design and development efficiency by 28%.

### UI/UX Lead — Sep 2020 – Sep 2021

VisiLean India Ltd | India (remote)

- Redesigned the VisiLean website using research and testing. Bounce rate dropped by 27.65% and new users increased by 20.37%.
- Led the redesign of the LiveSite mobile application, resulting in a 25% reduction in abandonment rate and a 40% increase in trial requests post-launch.
- Worked with cross-functional teams to raise UX scores by 20% over previous results.

### Senior UI/UX Designer — Jun 2014 – Apr 2020

Continuous Excellence | India (remote)

- Designed user flows, wireframes, prototypes, and high-fidelity mockups for client projects.
  - Improved information architecture using methods such as card sorting and affinity mapping.
  - Maintained templates, brand consistency, and visual design across projects.
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#### **CORE SKILLS**

Design and prototyping: Figma, Token Studio, FigJam, Adobe XD, Illustrator, Photoshop, After Effects, Sketch.

Design systems and handoff: Storybook, Angular, Kendo UI, design tokens, theming, accessibility (WCAG 2.1), GitHub, Netlify, Vercel.

Automation and AI: Notion, Cursor, Replit, AI-supported documentation.

Collaboration: Miro, Jira, Confluence, Slack, Microsoft 365, Google Workspace.

Soft skills: Clear communication, systems thinking, cross-functional collaboration, mentoring, problem-solving.

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#### **EDUCATION**

Master of Arts, History — Delhi University, Jun 2010

Bachelor of Arts, History — Delhi University, May 2008

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#### **CERTIFICATES**

AI for Designers — Interaction Design Foundation, Nov 2025

Design Systems and Pattern Libraries — Nielsen Norman Group, Jun 2025

Emerging Patterns in Interface Design — Nielsen Norman Group, May 2024

Designing Complex Apps for Specialized Domains — Nielsen Norman Group, Jun 2023