

# Tina Singh

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**Portfolio LinkedIn**

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Canada

## 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.

## 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).
- Directed the design system strategy for a cybersecurity platform, driving adoption across multiple teams and boosting delivery speed by 40%.
- Ensured consistent, accessible design with thorough documentation, workshops, and close collaboration with engineering, achieving 95% design-to-code parity.

**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. The 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.

## **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, working with cross-functional teams, mentoring, problem-solving.

## **Education**

Master of Arts, History — Delhi University, Jun 2010

Bachelor of Arts, History— Delhi University, May 2008

## **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