

# Sangam Sinha

Product Designer • UX/UI Designer

“Hello, I humanise design and simplify products to make them engaging and delightful.”

## Portfolio

[sangamsinha.com](https://sangamsinha.com)

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## LinkedIn:

[/sangamsinha](https://www.linkedin.com/in/sangamsinha)

## Work Experience

### Creacion Technologies • Freelance UX/UI Designer

May 2023 - October 2023

I was working as a freelance consultant for a startup who are developing tech in the stock market domain. I review their existing concepts to address the user needs and business challenges by creating and testing my design solutions.

### Philips Healthcare/PeepalDesign • UX/UI Designer - Contract

February 2022 - March 2023

At Philips Healthcare, I worked as a sole designer working on three projects: Focal Point, CoolKit and MoM (Mobile Obstetrics Monitoring).

- Oversaw compliance and implementation of the latest Philips' Design Language System (DLS) in existing AcPM and Focal Point Web-Apps.
- Defined user flow and app architecture, working closely with the dev team, generated critical insight, delivered final screens that are currently shipped in Philips' HPMS.

### TCS Interactive • UX/UI Designer

May 2019 - December 2021

Worked for clients: PayPal and Vistara Airlines.

- PayPal -
  - Designed a web-app to replace operations done on MS Excel.
  - Defined the user flows and information architecture.
- Vistara Airlines -
  - Was part of the user research team for Vistara Airlines' Loyalty Management Program (LMS). Conducted Design Thinking workshop under Sr. Researcher.
  - Organised User Research with Vistara's Ground Staff, Air Staff & Sales team.
  - Defined critical insights for the direction of the UX design team.

### Cupido • Freelance Product Designer/Brand Consultant

December 2018 - September 2019

As a Product Designer and a Brand Consultant:

- Conducted Primary and secondary research to pinpoint user's needs.
- Created Lunar's brand identity to build a strong brand-foundation.
- Designed a stunning smart luggage that offers a seamless travel experience.
- Designed (end-to-end) Lunar+ app that connects smart luggage to IoT.

### VIP industries • Industrial Design Graduation Project

February 2018 - September 2018

For my graduation project, I designed a backpack which was built around the lifestyle of a millennial bachelor. The backpack designed is versatile and can be used for both office and weekend getaways.

### XR Labs • UX/UI Design Intern

May 2017 - July 2017

I interned as a UX designer at XR labs, where I designed concepts and storyboards for VR and AR experiences for clients such as Saint Gobain and Berger Paints.

## Academics

### National Institute of Design

Ahmedabad, India

Bachelor of Design (2014-2019)

## Recognitions

### Architectural Digest

2016

Featured furniture design in Jan 2017 magazine issue

### Creative Yatra

2017

Featured furniture design for legendary designer George Nakashima tribute competition.

## Skillsets

### Profession related

UX Research • Design Thinking • Wire-framing • Prototyping • Usability Testing • Journey Mapping • Information Architecture • Data Viz

### Software

Figma • Sketch • Invision Studio • Adobe CC (Xd, Ps, Ai, Id, Pr, Ae) • Axure RP • Rhino • Keyshot • Autodesk • Blender • Fusion 360

### Others

3D modelling • 3D rendering • VR Design • AR Design • Storytelling • Industrial Design • Storyboarding

## Interests

Gaming • Trekking • Geopolitics • Astronomy • Model Making • Cooking • Travelling • Model Making • Karting • Techno/Electronic Music • Business Strategy • Technology