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Hi there!

I'm Vishu, I love crafting intuitive experiences & bringing people together to solve challenging problems.

Vishu Singh
Experience Designer
Amsterdam

SKILLS

Interaction design
Web / Mobile & E-Commerce
Wireframing & Prototyping
Information Architecture
Journey Maps
Product roadmaps
Competitive Analyses
A/B Testing
Visual Design
User Research
User Interviews
Usability Testing
User & Market Research
HTML & CSS

TOOLS

Figma, Sketch
Photoshop
After Effects
Principle

FOR FUN

Blockchain apps with React
Blender
Sim racing

EXPERIENCE



Booking.com UX Designer II

June 2017 - Present

I led the redesign of the Preferred programme for hotel owners, a premium programme that offers enhanced visibility on Booking.com. I managed product, research and development stakeholders, collaborated to conduct research, and led the UX to deliver a high-conversion product through UX feedback loops, research insights and quantitative data via A/B testing.

I collaborated cross-team to lead UX and communication across stakeholders, including the legal & research teams along with the copywriters, to help launch a new price metrics dashboard. My work helped property owners understand its impact on their pricing strategy and, eventually, their premium programme eligibility.

Embracing an empathetic, user centered design philosophy, I led the UX efforts on a performance analytics tool for properties. This product has become indispensable for hoteliers and account managers, offering a robust platform to evaluate property performance and strategize effectively.



NuvoEx Design Lead

April 2016 - May 2017

I led the design of several internal tools that served crucial near real-time metrics for on-ground operations. Zone co-ordinators used them to keep a tab on overall business performance and take proactive actions where necessary.

I managed a team of two designers and led design for multiple apps deployed on the ground fleet's mobile devices. These were a series of simplified experiences designed for people with limited technical expertise as the target demographic. These apps made shipment management a breeze and highly efficient.



PepperTap Design Manager

Feb 2015 - Mar 2016

Shortly after joining this young startup, I led a complete product redesign that included the iOS & Android apps and the web store, which resulted in increased new & repeat orders from double to triple digits. I also hired and managed a team of five designers.



LinkedIn UX Designer

Aug 2012 - Jan 2015

I led design efforts for multiple products in the SlideShare team at LinkedIn. Most notably in Professional Journey, SlideShare upload flow & Haikudeck integration. I conducted user interviews, created complete product flows & prototypes.

I designed multiple high-volume responsive emails, conducted tests to ensure proper rendering across different clients, and collaborated with engineers to implement the front-end for many experiences across web and mobile platforms.



SlideShare UX Designer

Feb 2012 - Aug 2012

I contributed to the main SlideShare player design and mobile experience. Most notably, I designed the player's last screen and SlideShelf widget featured on the profile pages and conducted multiple A/B tests to optimize UX across different products.

EDUCATION

Uttar Pradesh Technical University

B.Tech in Computer Science '06 - '10