

Himani Singh

UX/UI Designer

6+ years of experience simplifying complex enterprise systems into intuitive digital experiences across telecom, Business management, and healthcare. Currently leveraging AI-integrated workflows (Claude + Figma MCP) to accelerate design processes and deliver measurable impact at scale.

Work Experience

Senior Experience Designer / Publicis Sapient

Gurgaon, Haryana | Jun 2022 – Present

- Currently enhancing the insurance experience and management journey for SMEs for **Tawuniya** (Saudi Arabia). Simplifying complex financial workflows across Arabic and English experiences for diverse cultural contexts.
- Designed admin, usage & catalog portals for a **Marketing-based Agentic AI platform for clients like Eli Lilly and Coca-Cola**, managing complex role-based hierarchies, workflows, and interlinked structures across agents, data sources, and models.
- **Designed 5+ journeys for 3 distinct business user groups** at **Verizon** (US); Redesigned device/SIM activation feature, **reducing failures by 11% within a week**
- Built a talent management platform for **Goldman Sachs**, streamlining profile and risk management across user groups like supervisors and account leads.
- Created a competency & growth tracking tool for Publicis Sapient, helping **800+ users map skills, set role goals, and track promotion readiness**
- Designed multi-touchpoint digital experiences for **5+ successful pitches** across healthcare, logistics, energy, and other US-based clients.

UX/UI Designer / Unthinkable Solutions LLP

Gurgaon, Haryana | Jan 2020 – Jun 2022

- Designed Business Management Software (BMS) for mid-sized companies, integrating **7+ departments** including HRMS, Finance, and CRM into a unified platform. First launch showed a **45% improvement in task completion and monthly reporting across 1,500 employees**.
- Built a Hospital Information Management System (HIMS) for a government hospital and medical college, digitizing departments like IPD, OPD, Auction and Finance. **Improved efficiency for 10,000+ medical staff and trainees by 11%**, while reducing chances of fraud and minimizing use of paper-based MIS.
- Developed brand identity and website for 'Beyond 1.0', a SaaS platform to reduce churn rate and lower product marketing costs.
- Conceptualized and illustrated a **brand mascot**, increasing brand recall and strengthening identity across digital and offline touchpoints.

Graphic Design Intern / Beam & Words Studio

Delhi | Jun – July 2019

Designed social media creatives, emailers, sign boards and brochures for several brand campaigns of Select citywalk mall, Shivan & Narresh, Confluence by Swarowski & more.

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Skills

RESEARCH, DEFINE & IDEATE

User & Stakeholder Interviews · VOC Synthesis · Heuristic Evaluations · Competitive Analysis · Empathy Mapping · User Persona · Information Architecture · Customer Journeys · Service Blueprints · Conceptualisation · Task Flows · User Flows

DESIGN, PROTOTYPE & TEST

Wireframing · Interface Design · Visual Design · Prototyping · Micro-interactions · UI Audits · User Testing

STRATEGY & APPROACH

Data driven Design · Dashboard Design · Conversational AI · AI Design

Tools

DESIGN, COLLABORATE & BRAINSTORM

Figma · Adobe XD · Claude + Figma MCP · Figjam · Mural · Slides · Notion

AI TOOLS

Claude · Chatgpt · Perplexity · Figma Make

ADOBE SUITE

Illustrator · After Effects · Lightroom

Interests

Illustrations · Micro-animation · Photography · Human Psychology

Education

Bachelor of Design – NIFT, Mumbai

Mumbai | 2016 – 2020