

Aman Sindal

Product & Experience Designer

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Summary

Product Designer with 4+ years of experience turning complex ideas into intuitive, impactful digital products. From building startups from zero to launching products used by real customers, I combine design thinking, business strategy, and storytelling to create experiences people love. Passionate about solving meaningful problems, building communities, and designing products that leave a lasting impact, not just on screens, but on people.

Experience

Product Designer

11/2024 – Present | Noida, Uttar Pradesh

Amar Ujala

- Leading product design for two flagship products, MyJyotish (AstroTech) and Amar Ujala (Digital Media). Simultaneously managing scope, strategy, and delivery.
- Revamped Amar Ujala's Digital App (3M+ users), redesigning the E-paper module and introducing Smart City Selection for accessibility, driving a ~39% boost in user engagement.
- Took MyJyotish from concept to launch, crafting a spiritually rich, globally inclusive platform with features like Pooja, Healing, and personalised astrology journeys.
- Scaled a WCAG-compliant design system across 15+ workflows, raising the quality bar for every team shipping product.
- Mentored junior designers and led cross-functional collaboration across PMs, QA, and Engineering in an agile environment.

Product Designer

04/2023 – 08/2024 | Jaipur, Rajasthan

Vigorus Healthtech Pvt. Ltd. (Chikitsa)

- Built healthcare products from zero, an AI and Blockchain-powered EHR system designed specifically for doctors and hospitals transitioning to fully digital workflows.
- Deeply researched the daily workflows of medical professionals to design solutions that felt intuitive within a clinical environment.
- Increased doctor and hospital trust in the platform by 70% through iterative research, prototyping, and usability testing.
- Design work recognised nationally by EY and NHA as a benchmark for innovation in HealthTech.

UX Designer

12/2022 – 04/2023 | Jaipur, Rajasthan

Testwin

- Owned end-to-end product design for two apps, Testwin (EdTech) and Umla (dating & networking), spanning research, ideation, validation, and testing.
- Designed a collaborative dashboard with integrated CMS and user data management, enabling data-driven decisions across teams.
- Applied real-world product thinking to validate ideas early, reducing design iterations and improving build confidence.
- Contributed to a successful **6M funding round** through a compelling, investor-ready pitch deck.

UI/UX Designer (Freelance)

12/2019 – 11/2021 | Bhopal, Madhya Pradesh

Orzel Infotech

- Delivered UX/UI for B2C websites and apps using Figma, increasing client conversion rates.
- Created user flows, wireframes, and prototypes based on user feedback and analytics.
- Practiced user-centered design and collaborated with stakeholders.

Graphic Designer

05/2019 – 10/2019

BPS IT Services

Education

Bachelor of Communication Design <i>Kingston University</i>	2018 – 2022
Diploma in Mechanical Engineering <i>Ganpat University</i>	2014 – 2018

Skills

Design Systems & Accessibility (WCAG 2.2)	AI-Assisted Design Workflows
Interaction & Visual Design	User Research & Usability Testing
Wireframing & Prototyping	Information Architecture
Product Thinking & Strategy	A/B Testing & Behavioral Design
Agile & Cross-functional Collaboration	Design Critique & Mentorship
Behavioral Analytics & Data-Driven Design	Zero-to-One Product Design

Interests

Writing | Cooking | Tech Innovations | Communities

PROJECT & LEADERSHIP

Design Meetup Host (2024) Conducted workshops on design thinking & ideation for the product design community.	2024
Founder, Kalakaars Club Built a thriving community of 150+ product designers across India.	
Career Coordinator, MLSU Mentored students in career development and industry placement.	
Debate & Quiz Club Member, MLSU Honed analytical thinking and public speaking skills.	