SHARPI SINGH
PRODUCT DESIGNER

San Francisco, California

I design a world where everyone belongs.

sharpisingh.cca@gmail.com
+1 (628) 358-5212
Portfolio: sharpisingh.com
LinkedIn: Sharpi Singh

WORK EXPERIENCE

Greenstand
Remote, US
Product Designer
09/2024 – Present
- Scaling the in-house design system with WCAG standards and a pattern library, ensuring accessible, modern, and flexible design across consumer-facing products with developers and designers.
- Redesigning brand identity to align with the brand's vision through features and products unification.

The Wikimedia Foundation (Wikipedia)
San Francisco, CA
Product Designer
01/2024 – 08/2024
- Co-led the design of a proposed Wikipedia feature to enhance information exploration, collaborating with US and Europe teams to pitch the final design to 20+ stakeholders including designers, engineers, and project managers.
- Facilitated co-design workshops with 30+ global users, SME interviews, market research, and heuristic analysis, transforming insights into actionable design through affinity mapping and card sorting.
- Created 8 design iterations for responsive desktop application, building end-to-end user flows and high-fidelity prototypes within 6 weeks while aligning with the Wikipedia design system.
- Built a modern brand language and 0-1 product feature for Gen Z and facilitated knowledge exchange for 30+ global users.
- Worked in an agile setting to enhance feature visibility and content design through continuous iterations, conducting usability, concept, and feature testing with 25+ users.

Freelance
Remote, India
Visual Designer & Architect
08/2022 – 03/2023
- Illustrated the cover for a top 100 must-read book for Blue Rose Publications, depicting an Indian woman's life stages, with refined typography and color, completed in one month.
- Consulted in designing residential housing, worked with engineers, contractors, vendors and the client to deliver the project within a deadline of 7 months.

ACADEMIC PROJECT

UniRide – Ride hailing ExD for AVs
San Francisco, CA
UX Designer
06/2024 – 08/2024
- Partnered with Cruise WAV to design an inclusive autonomous vehicle service, addressing existing accessibility gaps in ride-hailing to enhance autonomy and the rider experience.
- Conducted stakeholder analysis and user research to develop a SaaS mobile application with impactful features, including flexible pickup/drop-off, volunteer assistance, and co-rider options, enhancing accessibility beyond existing services.

EDUCATION

California College of the Arts
San Francisco, CA
Masters of Design, Interaction Design
08/2023 – 08/2024
Highlight – Outstanding Startup Award Winner, Impact Awards 2024 by Center for Arts and Public Life

Maulana Azad National Institute of Technology
Bhopal, India
Bachelor of Architecture and Planning
08/2017 – 05/2022
Highlight – Special Mention in the Annual NASA Design Competition 2020 by National Association of Students of Architecture

SKILLS

Design: UI Design, Design Systems, Visual Design, Wireframing, Prototyping, Information Architecture, Storyboarding, Illustration, Content Design, Typography, Collaboration, Systems Design, Data Driven Design, Vulnerability, Empathy, Storytelling, Presentation
Research: User Research, User Journey, Usability Testing, Heuristic Evaluation, User Interviews, Stakeholder Analysis
Tools: Figma, Figjam, Adobe Creative Suite, SketchUp, Sketch, Slack, Notion, Google Workspace, Miro, Wix, Adobe Firefly, JIRA

*open to relocation