Aritra Singha

Senior Product Designer

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SUMMARY

Senior Product Designer with 3+ years shipping visual and UX design for Vodafone Idea's 53 million-user telecom platform, with a primary focus on international roaming product experiences. Began as a Visual Designer across marketplace, OTT, and enterprise app experiences. Proficient in Figma and Adobe Creative Suite, with Meta certifications across UX/UI design and front-end development (HTML, CSS, JavaScript, React). Combines strong visual craft with user-centered problem solving at high volume and pace, and increasingly incorporates AI tools like Claude into design and research workflows to speed up exploration and iteration.

IMPACT HIGHLIGHTS

- Redesigned the Vi Flex international roaming pack builder for a more flexible, intuitive experience — contributed to an estimated 8–15% uplift in IR pack exploration
- Revamped the International Roaming homepage to improve navigation and discoverability — contributed to an estimated 10–18% improvement in engagement with IR offerings
- Conceptualized and launched Vi Stories, an in-app offer-discovery feature — contributed to an estimated 15–25% increase in feature discovery and engagement
- Designed Vi Neo web popups for recharge journeys, contributing to an estimated 12–20% increase in web engagement and recharge consideration
- Redesigned critical user journeys for You Broadband, simplifying troubleshooting and complaint flows — contributed to an estimated 10–20% drop in user drop-offs
- Redesigned Vi Guarantee 2.0 for clearer benefit communication — contributed to an estimated 5–10% increase in feature adoption

SKILLS

Product Design · UI/UX Design · Visual Design · Wireframing & Prototyping · Figma · Claude · HTML · CSS · React · Stakeholder Communication

EXPERIENCE

Pineapple Design — Client: Vodafone Idea Limited — Jul 2023 – Present

Associate Visual Designer → Senior Associate Visual Designer → Senior Visual Designer → Senior Product Designer

Mumbai, Maharashtra, India

- Support 8+ stakeholders spanning Vi Marketplace, OTT partners (Disney+ Hotstar, SonyLIV, Netflix), Recharges, Vi Games, and other enterprise apps
- Lead design for recharges and postpaid/prepaid international roaming, including the Hello Tunes (caller tune) redesign on the Vi App
- Produce 700+ design assets monthly, including banners, widgets, floating action buttons, presentations, and storyboards
- Deliver consistent, high-impact visual experiences reaching Vodafone Idea's 53 million-user base

Farmako (YC S20) — UI/UX Design Intern — Mar 2023 – May 2023

Gurugram, Haryana, India

- Designed and launched Farmako's website end-to-end — wireframing, high-fidelity mockups, and prototyping in Figma and Adobe CC
- Produced social media content and a product video for Farmako's AI voice assistant, from shooting through editing

AWARDS & RECOGNITION

Arc of Excellence — Pineapple Design (internal award) — Nov 2024

Certificate of Excellence — Vodafone Idea Limited — Q3 FY23–24 (Oct–Dec 2023)

EDUCATION

Unitedworld Institute of Design (UID) — Jul 2019 – May 2023

Bachelor's Degree, Design and Visual Communications

CERTIFICATIONS

Meta Front-End Developer Professional Certificate — React Basics, Advanced React, JavaScript, HTML/CSS, Version Control, Interview Prep, Capstone (2024) · Principles of UX/UI Design — Meta (2024) · Introduction to User Experience Design (2024)