

Aman Singh

UX Researcher with expertise in Mixed Methods Research and Information Design

Dashboard Design | Information Design | UI Design | UX Research

User Experience Researcher specializing in mixed-methods research and information design. My expertise lies in integrating design principles with research methodologies, like qualitative research and data-analysis, to drive impactful outcomes from data-driven visualizations to in-depth design practices. I am committed to guiding the development of scalable digital products and delivering excellent client services. I thrive in dynamic environments, meeting tight deadlines with attention to detail.

Education Background

Master of Design (Interdisciplinary), Emily Carr University of Art + Design, Vancouver, Canada, 2022

Thesis Title: Was this helpful? Yes or No: Design Explorations of Ethics and Agency in Social Media

Bachelor of Technology (Mechanical Engineering), Dr. APJ Abdul Kalam Technical University, Lucknow, India, 2016

Project Title: Computational Fluid Dynamics: Analysis of Flow Past a Circular Cylinder

Professional Background

Kai Analytics and Survey Research Inc., Vancouver

Information Designer (Jan 2024 – May 2024)

- Lead the ideation and user flow of data dashboards designed in Power BI, working with a multidisciplinary team of analysts, developers and researchers.
 - o Designed data reports for over 15 diverse clients, including notable organizations like AANP, ACCJC, Canada Council of Arts and World Health Organization.
 - o Led end-to-end design of over 20 Power BI dashboards greatly enhancing the user engagement.
 - o Analyzed existing visuals including graphs, charts and maps to identify imperfections and improve design layout, resulting in improved visual clarity.
 - o Collaborated with data analysts and developers to create information architectures and evidence gap maps that guided the product development.
 - o Led a cross-functional project with Japanese developers to design, develop, and translate kaianalytics.com into Japanese.

Visual Designer (May 2022 – Jan 2024)

- Design surveys, questionnaires and brand collateral for promotions. Support branding and marketing, leading to increased brand recognition.
 - o Transformed abstract data into clear visuals to communicate insights and help stakeholders make data-driven decisions.
 - o Led the design execution (ideation, concept exploration and handover) of Thompson Rivers University's AACSB Accreditation Timeline Banner, working in collaboration with their Senior Communications Consultant and Project Manager.
 - o Organized project schedules using JIRA, improving team efficiency by 30% through effective timeline management.

- o Responsible for the design and maintenance of the company's website, brand resources and design assets on SharePoint that streamlined access and use.

ioAirFlow, Vancouver

Design Researcher (Nov 2021 – Apr 2022)

- At ioAirFlow a green-tech company, I was responsible for the prototype and user-testing of the online dashboard designed to showcase building performance analytics.
 - o Implemented a systematic approach to prototype and user-testing for an online dashboard showcasing building performance analytics, resulting in a 25% increase in user engagement.
 - o Developed 9 air quality modules based on quantitative data analysis, improving data accuracy by 15% compared to previous models.
 - o Conducted mixed-methods research including comparative analysis, usability testing and interviews, that significantly improved user experience.
 - o Successfully redesigned 22 air quality graphs, resulting in a 15% improvement in user perception of data clarity.
 - o Designed and implemented the COVID-19 Transmission Risk Assessment tool for schools in British Columbia, facilitating the assessment of 50+ schools and aiding in the safe reopening strategy.

Skrilo India Pvt. Ltd., Noida

Graphic Designer (May 2017 – Dec 2019)

- At Skrilo, a B2C mobile marketing platform, I was responsible for the UI design, digital graphics and content for both their mobile and web platforms.
 - o Headed 10+ social media and email marketing campaigns to promote and engage with industry trends, resulting in a 50% increase in follower engagement and a 35% boost in email open rates.
 - o Partnered with over 25 brands, including Amazon, Flipkart and Myntra to enhance their customer reach and engagement, managed stakeholder relationships and coordinated efforts to align goals contributing to a 40% increase in campaign ROI.
 - o Deployed a digital asset repository for both mobile and web platforms, streamlining access for team members and reducing asset retrieval time by 30%.

Technical Skills

Mixed Methods Research | User Experience Research | Data Visualization | Information Architecture | Dashboard Design | UI Design

Software Skills

Adobe Creative Suite | Figma | JIRA | Power BI | SharePoint | Tableau | WIX

Certifications

ESET Cyber Security Awareness Training Certificate
Tri-Council Policy Statement: Ethical conduct for Research Involving Humans Course on Research Ethics (TCPS2: CORE)
Introduction to Data Analysis using Microsoft Excel