

Mankeerat Singh

Product Designer - Skilled in interaction design and high fidelity prototyping. Currently reimagining AI interactions in *Edtech*.

mankeeratux.com | [LinkedIn.com/mankeeratux](https://www.linkedin.com/company/mankeeratux)

Toronto, Canada

(226) 507-2164

mankeerat.productdesign@gmail.com

Work Experience

KnowMeQ, Toronto — *Product Designer* Nov 2024 - Present

- Spearheaded the end-to-end design of applicant onboarding flow, boosting profile completion rates to **91%**, empowering millions of applicants to upskill in their career.
- Led the redesign of an AI platform as the sole designer, collaborating with product and engineering teams to elevate match confidence scores, applicant retention rates and product sales generating thousands of dollars in revenue.
- Designed contextual actions for ArchieCPL that elevated the course generation accuracy to **98%** leading to increased purchases from applicants.

George Brown College, Toronto — *UX Designer* Oct 2023 - Feb 2024

- Led the 0-1 redesign of an internal tool for project tracking and employee scheduling, significantly reducing errors and increasing efficiency by **40%**.
- Uncovered shift tracking and billing issues through qualitative research, driving a product strategy that saved **\$135K** per year.
- Implemented a reusable design system that cut development time by 30% and standardized UI across teams.

Wongdoody - Infosys, Bangalore — *UX Designer* Feb 2021 - Dec 2022

- Led end-to-end UX design across web, mobile, and internal tools in agile teams for enterprise clients, contributing over **\$1M** in business impact.
- Redesigned FinLocker's personal finance tool, increasing new user signups by 50%, platform engagement by 40%, and earning an **iF Design Award** (2023).
- Mapped UX gaps across Rite Aid's pharmacy journey through a service design blueprint, shaping a digital roadmap and enhancing cross-channel consistency.
- Mentored and managed teams of **4+** designers, driving successful delivery on client projects

Education

George Brown College, Toronto — *Design Management*

UPES, India — *Bachelor of design*

Skills

Design

Visual design, Responsive web design, Design systems.

Research

User research + synthesis, Usability testing, Competitive analysis, Journey mapping, A/B testing & Heuristic evaluation.

Tools

Figma, Adobe XD, Jira, Miro, Webflow, Adobe creative suite, HTML/CSS.

Awards

- Design leader award 2024
- iF Design award 2023
- Insta & Rise Award 2022

Certifications

- **Design System 101** - Design System University by Dan Mall
- **Strategic Design & Impact** - RISD
- Full stack designer - Infosys