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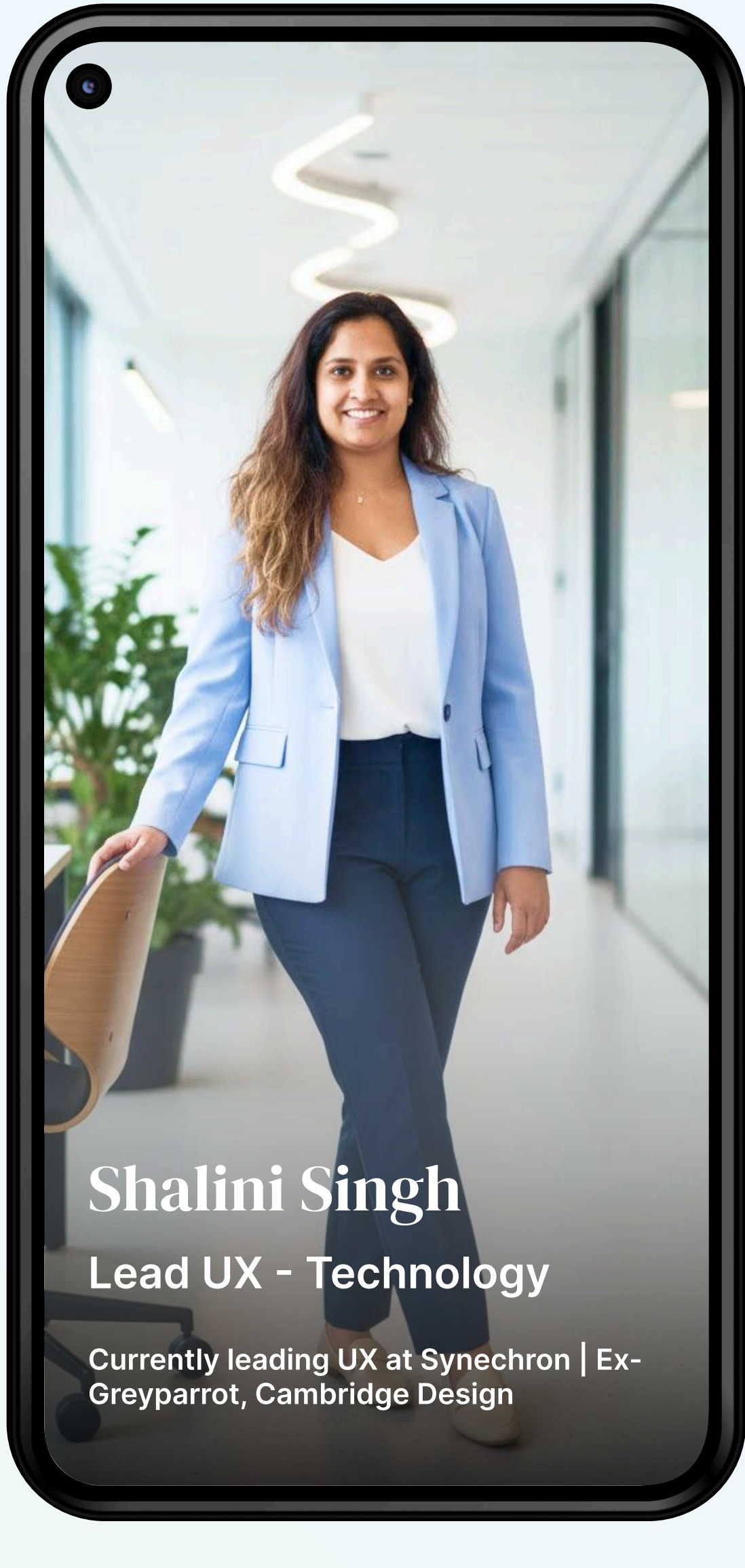
Resume download

Transforming complexity into clarity through design

Lead Product Designer with 9+ years creating user-centered experiences across healthcare, fintech, AI, and SaaS.

Contact info

About me



9+Experience

6+Industries

20+Shipped features

10+Collaborators

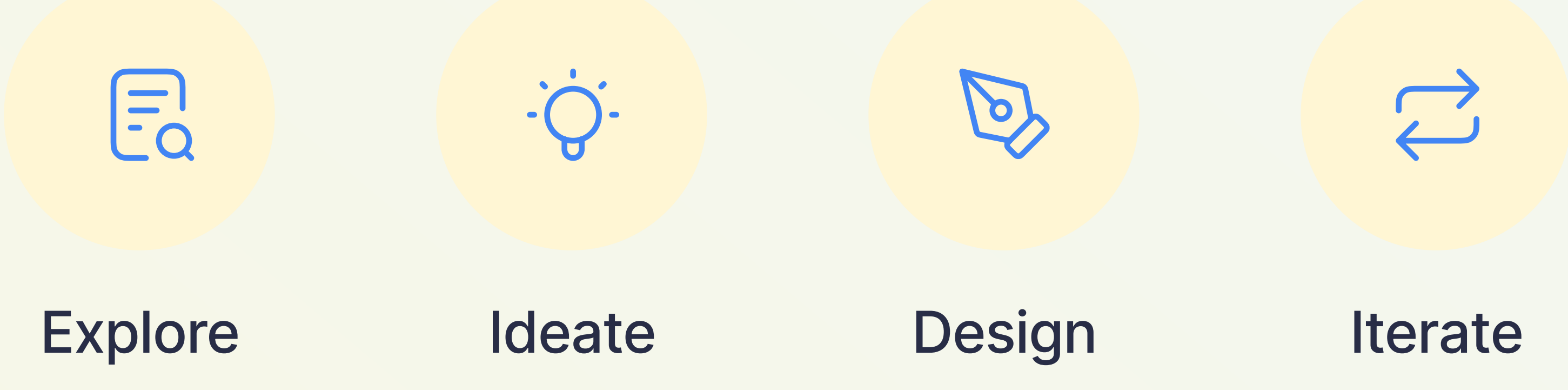
About

Hi, I'm Shalini — a Lead Product Designer with 9+ years of experience creating intuitive digital experiences across healthcare, fintech, AI, and enterprise products. I enjoy simplifying complex problems into scalable, user-centered solutions through research, strategy, and thoughtful design. I believe great products emerge from understanding people, balancing business goals, and designing with clarity and purpose.

Know more

Download Resume

Process



Projects

Greyparrot

Desktop | 3 months | SaaS platform

Designed data-driven dashboard experiences for an AI-powered waste analytics platform, simplifying complex operational workflows and improving insight visibility.

Know more

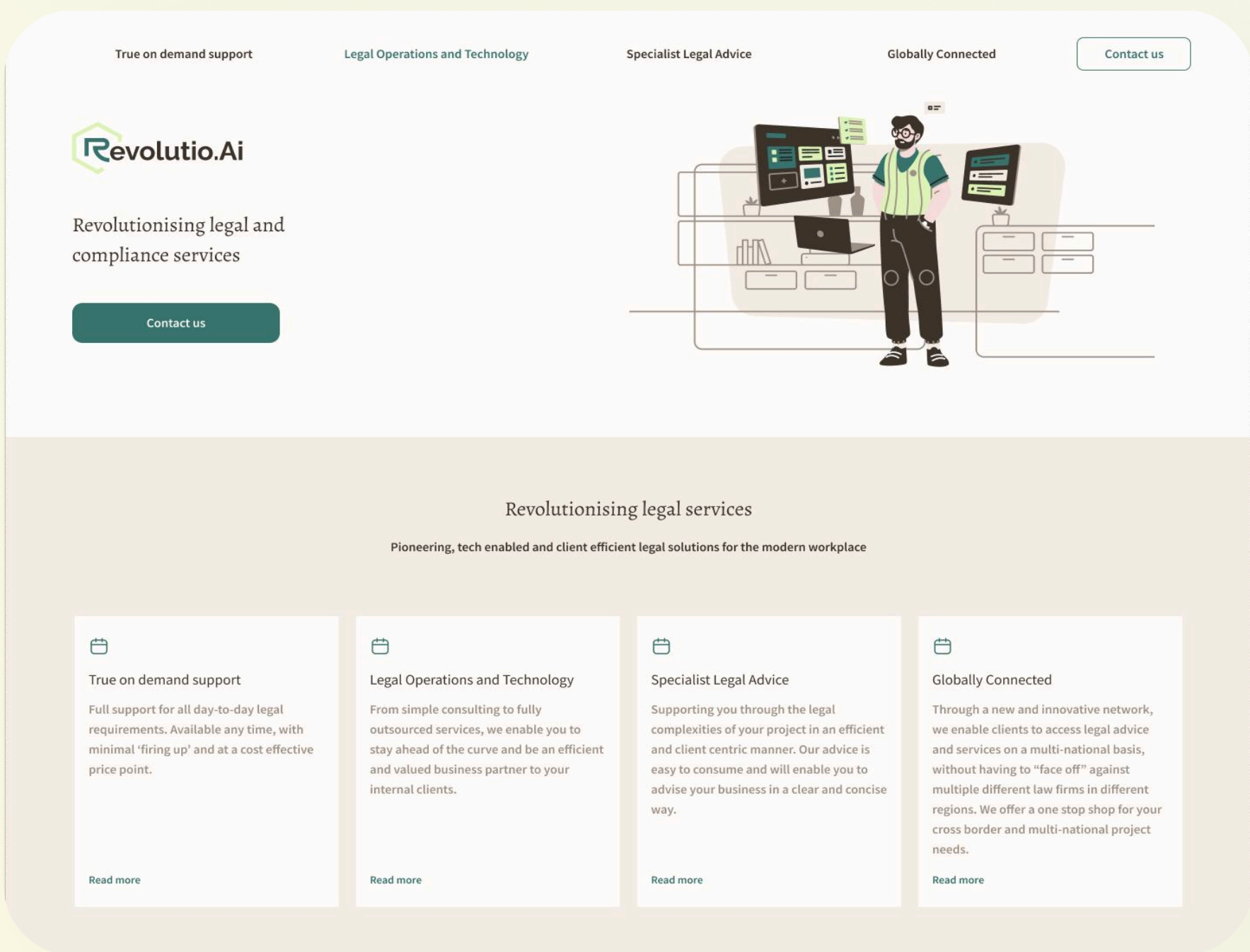


Revolutio

Desktop | 3 months | AI platform

Designed an enterprise legal workflow platform that helps legal professionals automate repetitive tasks, collaborate efficiently, and manage documents through a seamless and scalable experience.

Know more

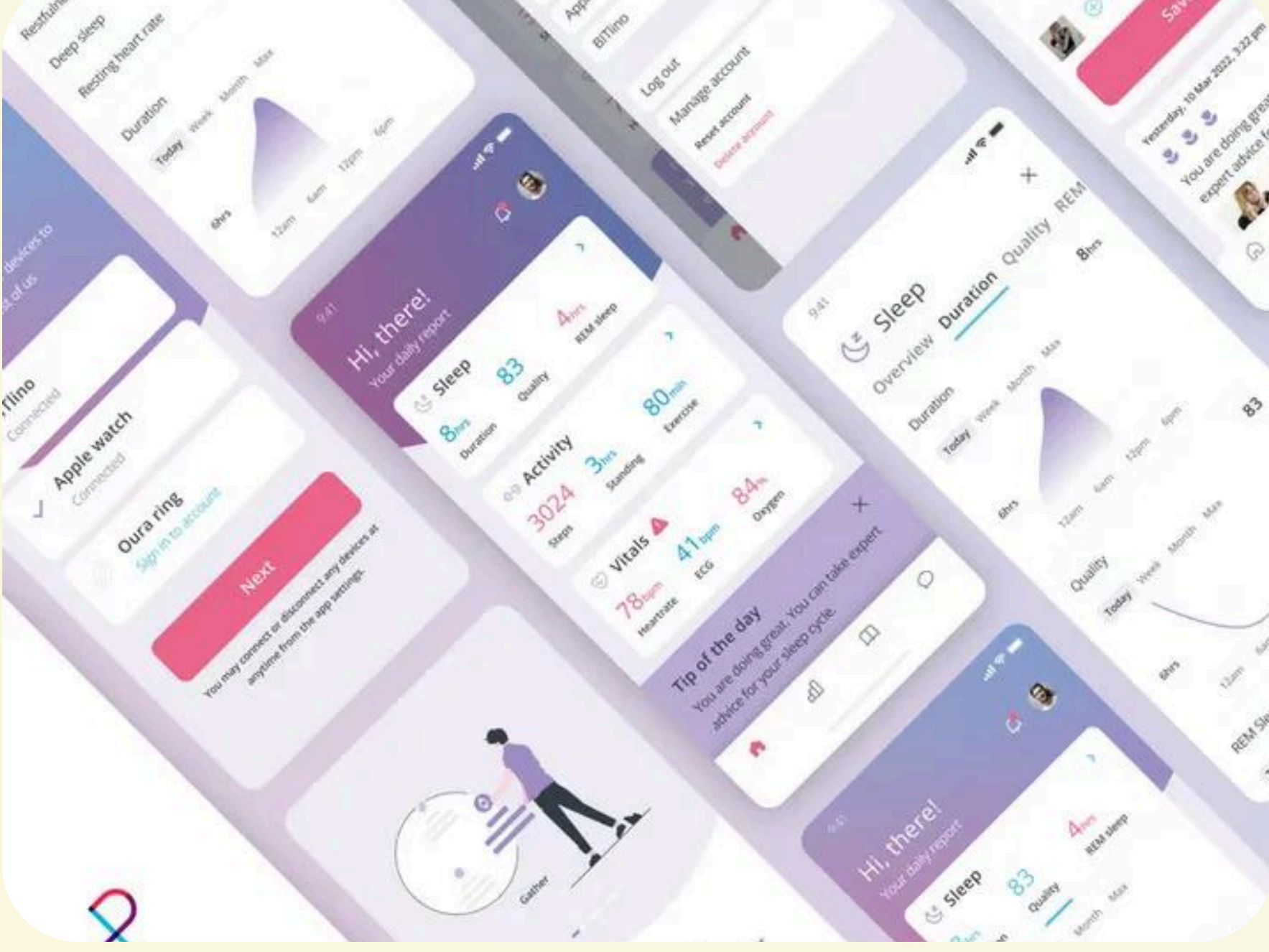


Cambridge Design

Mobile | 6 months | 0→1 design

Designed a scalable healthcare ecosystem that enables users to view and understand health information from multiple connected devices through a simple, trustworthy, and unified experience.

Know more



Sentio

Desktop | 4 months | Design system

Designed and scaled a design system for a financial research platform to create consistent experiences, reduce duplication, and improve usability across multiple products.

Know more



Check out my [dribbble](#) for more design screens, [figma community](#) for free resources and my [medium](#) profile to see my learnings.

Skills

- User Research
- Wireframing
- Prototyping
- Analytics
- Cross-team collaboration
- UI/UX
- Dev-handoffs
- Design systems
- IA
- Strategy

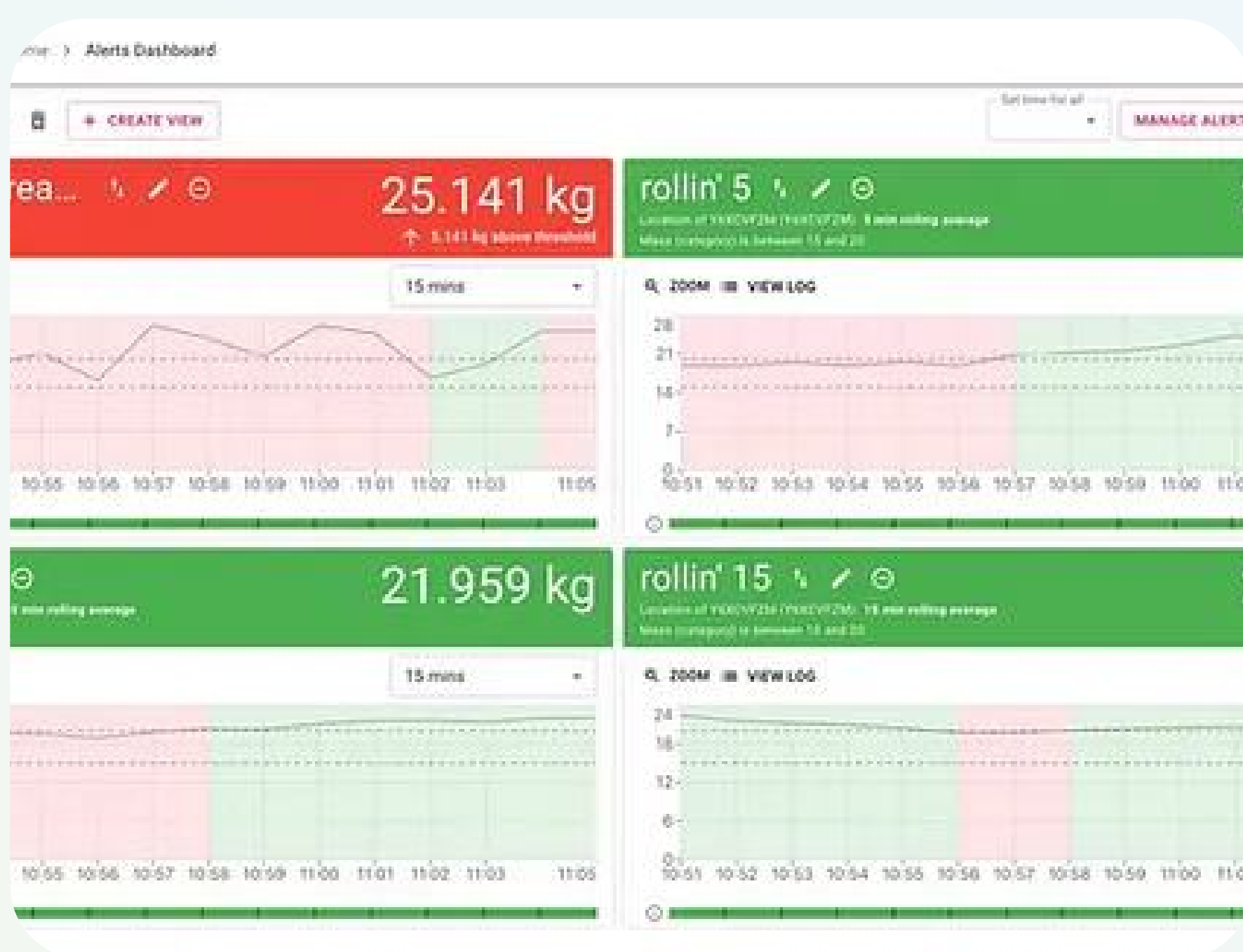
Projects

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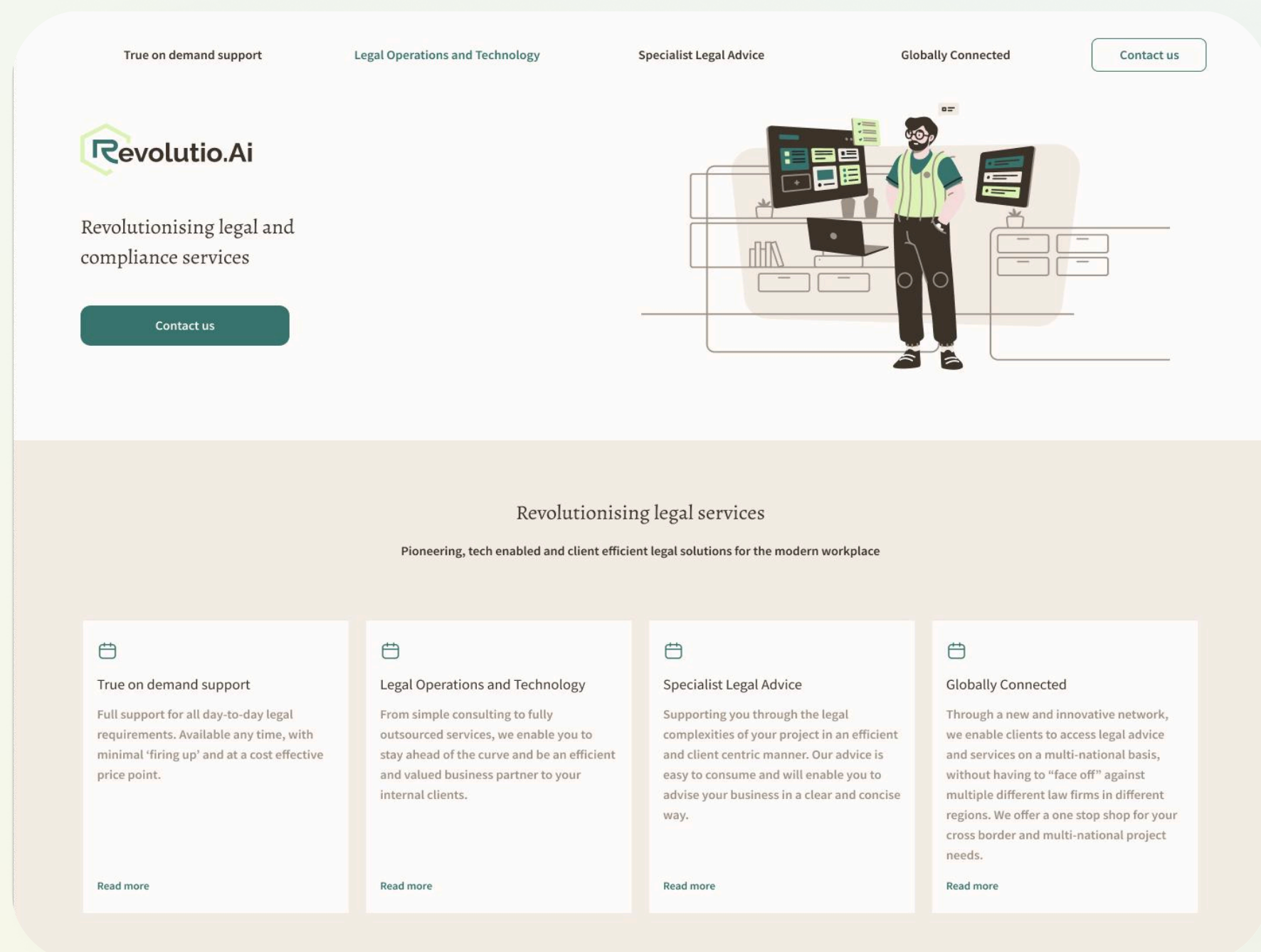


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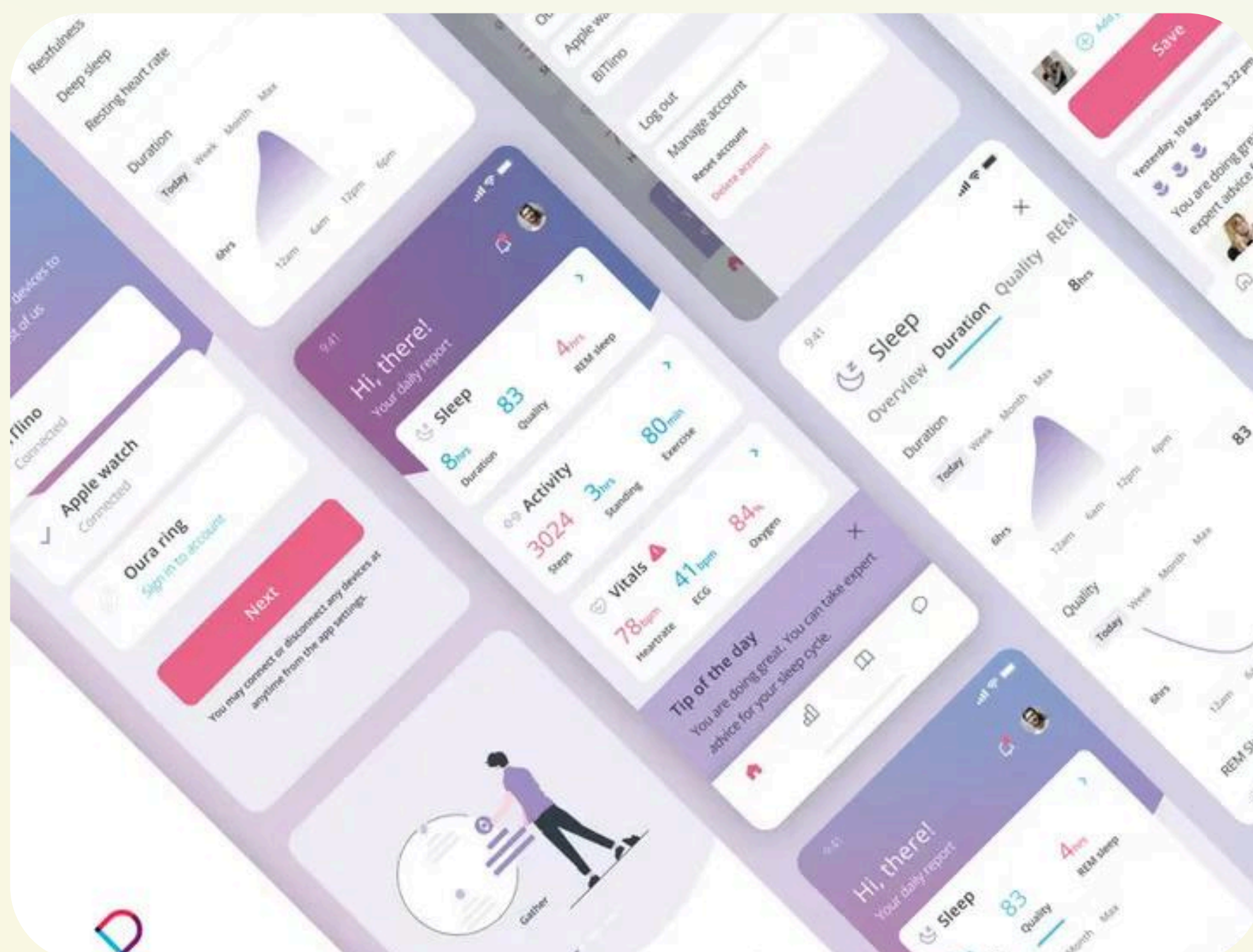


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About

My experience as a designer

Proficient in UI and UX design, my design decisions are always informed by user data and research. I have worked in various industries like media, fintech, edtech and healthcare etc. I have worked with global teams and in both B2B and B2C domains. My goal is to understand and solve user problems and provide them with stellar digital product experiences.

Companies

List of companies I have worked for



Synechron
2025-present



Greyparrot
2023-24



CDP
2021-23



Sentio
2019-21



Accedo TV
2018-19



Hotstar
2016-17

Education

Institutes I am associated with



Masters in UX design
Loughborough University, UK
2020-2022



BTech in Electrical Engg
Indian Institute of Technology, Delhi
2012-2016

My journey

What I did and learned at each step

- Synechron

A technical consulting MNC company

Worked with US Bank on their internal developer product and Goldman Sachs client for designing Asset management team on Unified Portfolio Servicing (UPS) product.

  
- Greyparrot

An AI and ML based waste analytics company

Lead designer responsible for end to end design including developer hand offs. Redesigned several modules including Alerts feature (most important for end users).
- Cambridge Design Partnership (CDP)

A consultancy with specialty in physical medical devices

My role as the first digital designer is to make from flexible digital app from scratch. Collaborating with stakeholders and releasing/marketing the final app plus branding.
- Revolutio

A startup company in legal tech domain

Branding, making wireframes for various features and working with stakeholders.
- Cambridge University Press

Education centric company with emerging digital arm

User testing and UI design for mini tests feature in IELSTi digital test portal.

  
- Sentio

A fintech company for financial analysts

Building the design system library and planning to implement it with developers. Designing various modules like the Calendar app. Help with overall product design revamp with new components.
- Accedo TV

A tech consultancy also helping clients with design

Tatasky client with various products like Binge app for Fire TV and Android TV. Mobile app improvements like onboarding, ratings feature etc.
- Synaptic

A tech consultancy also helping clients with design

Create design system library from scratch including components and icons. New product innovation design idea to final prototype using stakeholder workshop. Added applications like cryptocurrency, crunchbase, profile etc.
- Hotstar

A video streaming giant in India also supports live sports

My watchlist feature testing after basic design launch, Continuous play experience and Smart offline feature; Interactive advertising for in-platform digital video ads

Personal Interests

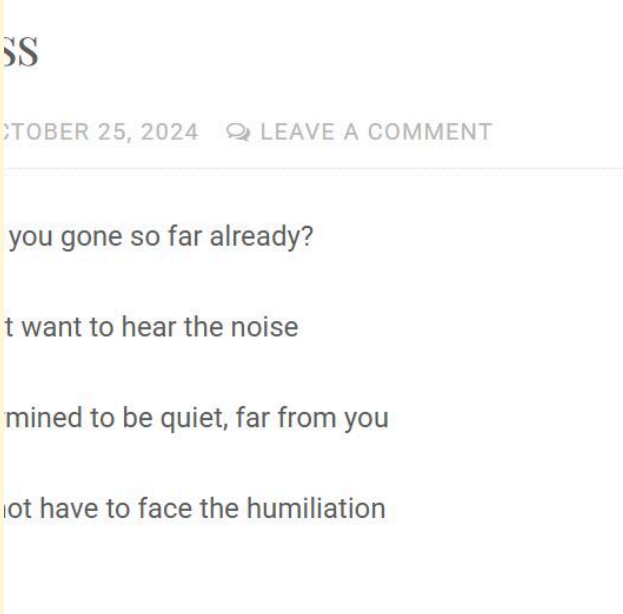
Its what I do outside of work



Cooking
Mostly north indian food



Crafts
Paper flowers enthusiast



Poems
shalinisingh025.wordpress

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Revolutio

Making product from scratch

Website

3 people

3 months

Device type

Team size

Project timeline

Project overview

Revolutio.ai is a legal tech full-stack, no-code platform for enterprise application building—combining data management, visual computation, and analytics in one deployable system for legal teams.

As the sole UX Designer, I crafted a cohesive and intuitive interface—bridging powerful functionality (from drag-and-drop modeling to ML and financial analytics) with approachable, user-centered design—enabling diverse users to build, compute, visualize, and trust complex workflows without code.

Who are the users and how this is important for them?

Lawyers spend a lot of time dealing with documents which often have a template that they can build on. Also multiple cycles of approval from other people like managers and clients. Specially for legal teams working in big organizations, this becomes a tedious task. Hence, Revolutio provides a software which has saved templated and AI to write the documents as needed. Also they can have multiple writers for each document and have people review, comment, ask for changes and approve these documents.

The Challenge

Legal teams spend a large amount of time managing repetitive documentation workflows involving:

- document creation
- multiple approvals
- collaboration between internal teams
- revisions and feedback cycles
- compliance checks

Existing workflows relied heavily on manual effort and disconnected tools, creating inefficiencies and slowing decision-making.

The goal was to design a platform that would allow legal teams to:

- create reusable document workflows
- automate repetitive tasks
- collaborate with multiple stakeholders
- reduce operational overhead

As the sole UX designer, I was responsible for translating complex legal processes into an intuitive product experience.

Why This Problem Mattered

Legal workflows are often highly structured but involve multiple people and repeated actions.

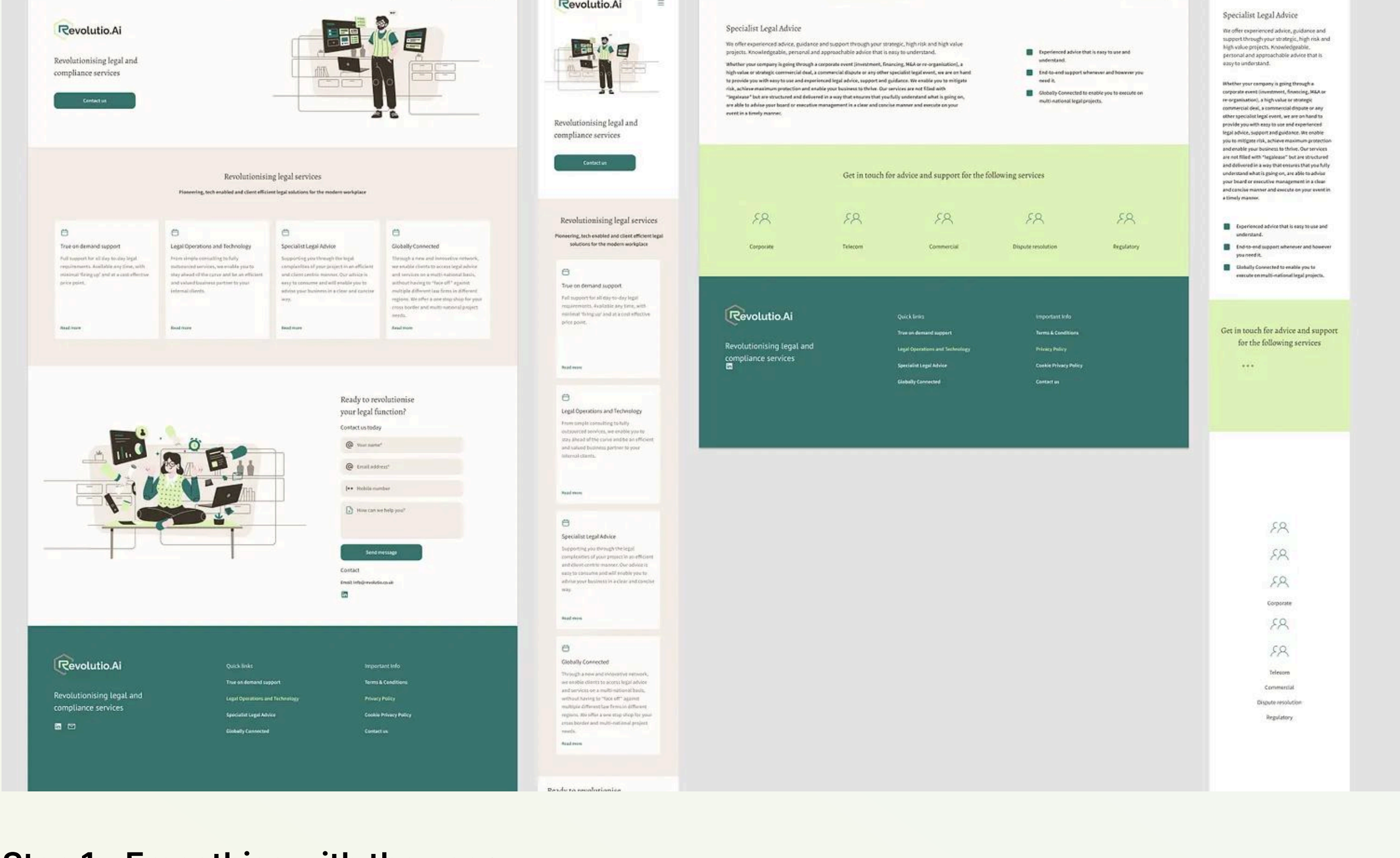
A typical process looked like this:

Document Request → Draft Creation → Review → Comments → Revisions → Approval → Final Submission

Pain points included:

- repeated document creation
- scattered communication
- difficulty tracking progress
- long approval cycles

Small inefficiencies repeated hundreds of times can create significant operational cost.



Step 1 - Empathise with the user

Interviews with key stakeholders to help understand how legal teams work currently and what is their workflow. Any repetitions that can be automated and other features that they will need....

Research & Discovery

I conducted stakeholder interviews to understand:

- current workflows
- bottlenecks
- repetitive tasks
- collaboration patterns

Key insights

Insight 1: Many legal documents followed predictable structures.

Design implication: Create reusable templates instead of requiring users to start from scratch.

Insight 2: Documents often required multiple contributors and reviewers.

Design implication: Design collaborative workflows with commenting and approval mechanisms.

Insight 3: Users needed visibility into document status.

Design implication: Provide workflow tracking and progress indicators.

Define the problem

Defining key user flows and requirements as each feature like matter management.

Each matter will have a page and features that we need on this page.

Defining Success

We aligned on three product goals:

- Reduce repetitive work
- Simplify collaboration
- Increase workflow visibility

Design Exploration

I translated research findings into user flows and wireframes.

Workflow mapping

Existing workflow:

Request → Draft → Email → Review → Email → Approval → Final document

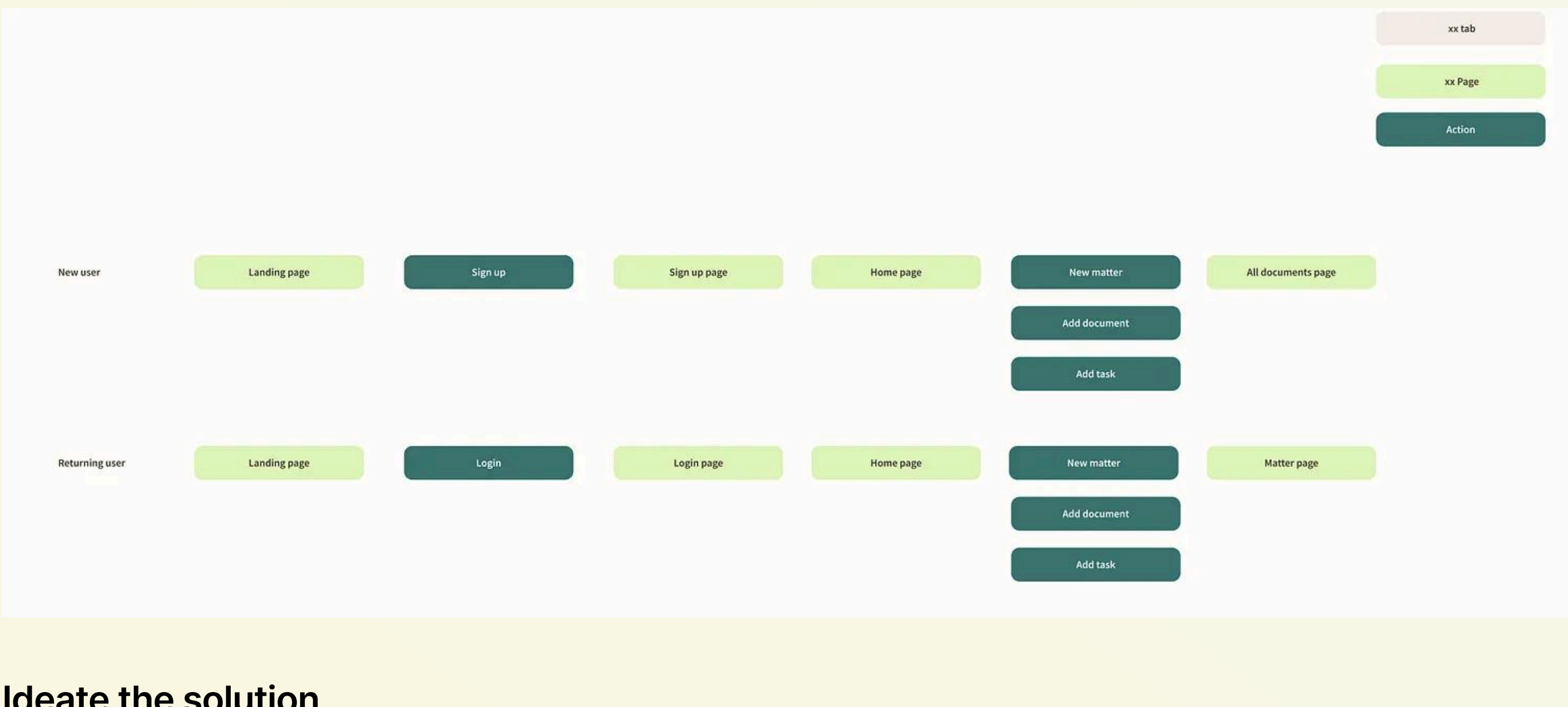
Problems:

- fragmented communication
- manual handoffs
- poor visibility

Proposed workflow:

Request → Template Selection → AI-assisted Drafting → Collaborative Editing → Review → Approval

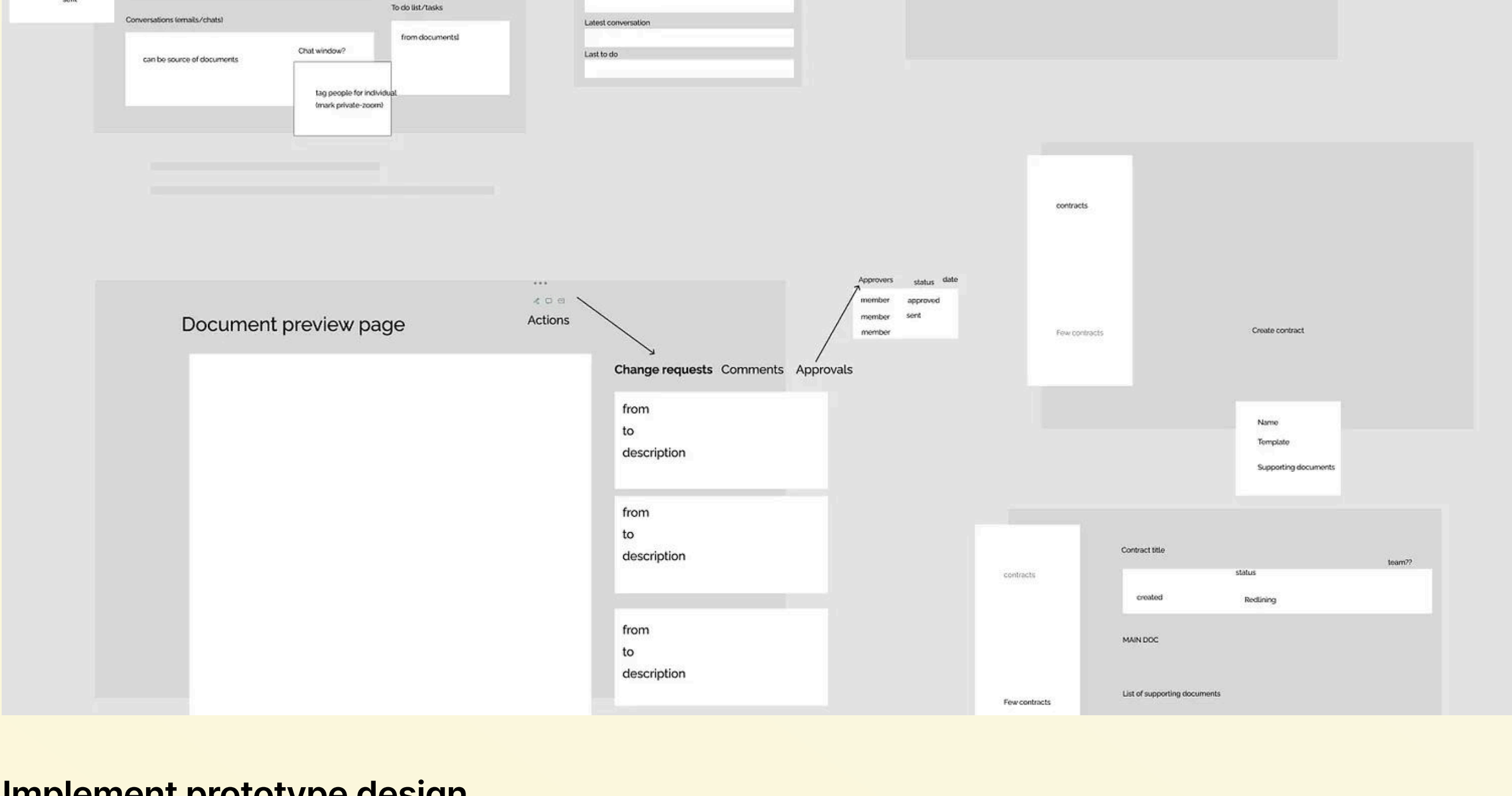
This consolidated multiple disconnected activities into a single workflow.



Ideate the solution

With the business team, make wireframes of potential solution.

Problem	Solution	Why
Users repeatedly created similar documents	Reusable templates	Reduced repetitive work
Multiple stakeholders worked on documents	Collaborative editing	Improved coordination
Difficult to track document status	Workflow progress tracking	Increased visibility
Complex legal systems can feel intimidating	Progressive disclosure	Reduced cognitive load
Large feature set	Clear information architecture	Improved discoverability

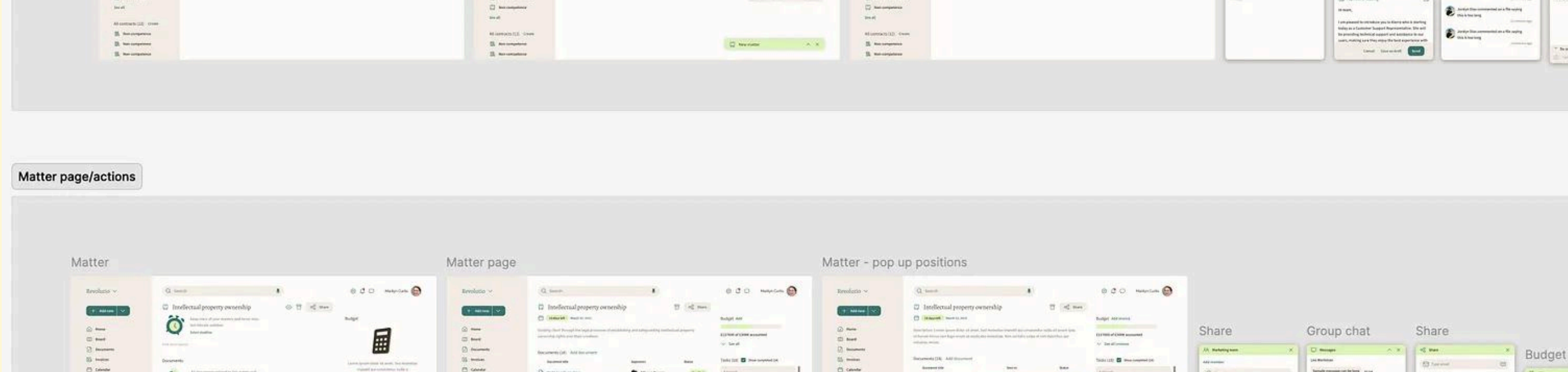
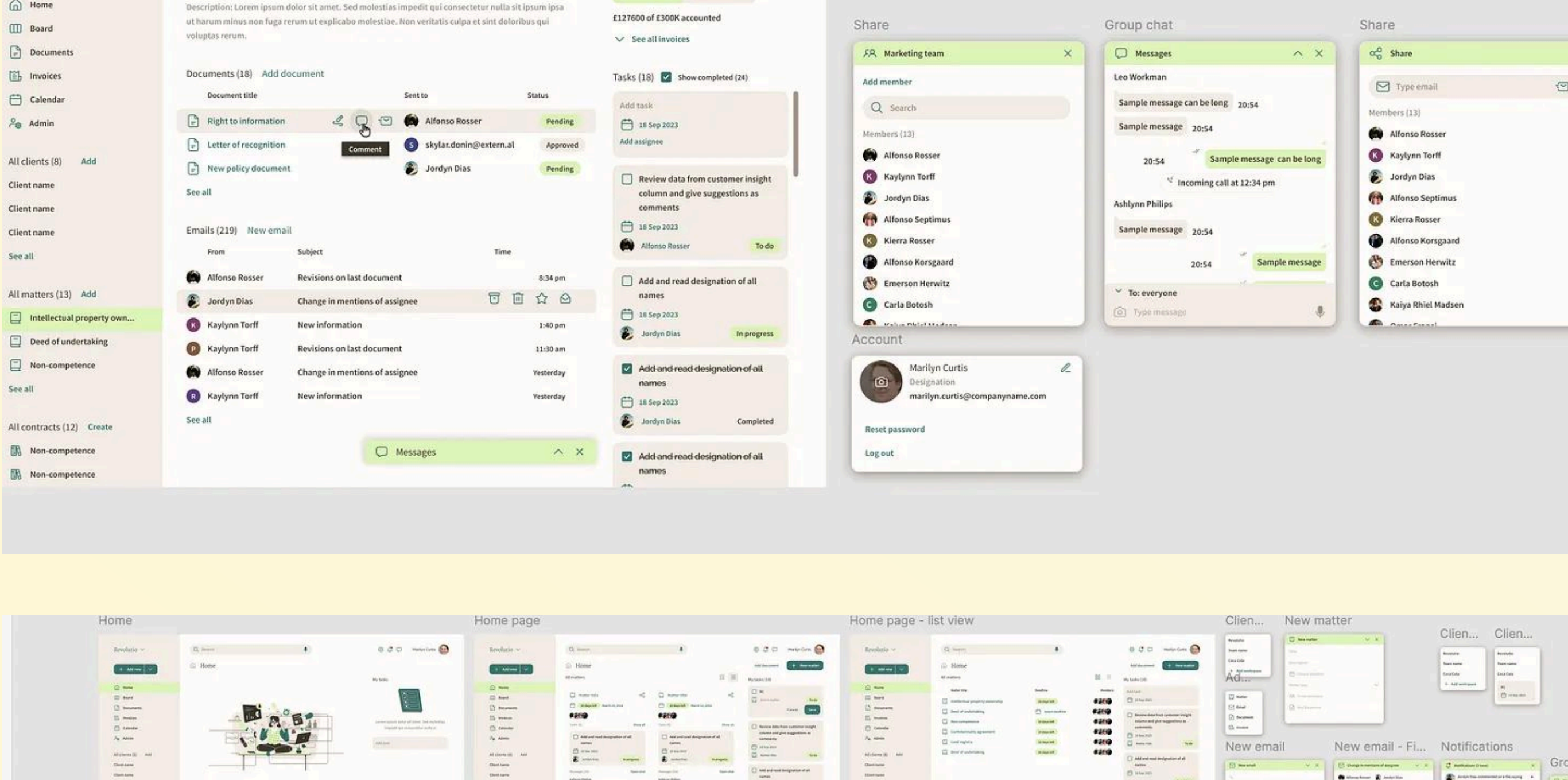


Implement prototype design

A final draft was made to show stakeholders and potential clients.

The design established the foundation for a scalable legal SaaS platform.

- streamlined complex legal workflows
- reduced repetitive effort
- improved collaboration
- created a structure for future AI-driven capabilities



Cambridge Design Partnership (CDP)

Mobile

3 people

6 months

A flexible and scalable healthcare app

Device type

Team size

Project timeline

The challenge

CDP traditionally specialized in physical healthcare products and medical devices. As the company expanded into digital services, there was an opportunity to build a flexible healthcare platform that could connect with multiple devices and support future products. The challenge was not simply designing a single application.

The challenge was:

How might we create a reusable digital healthcare experience capable of supporting different devices, users, and future healthcare solutions?

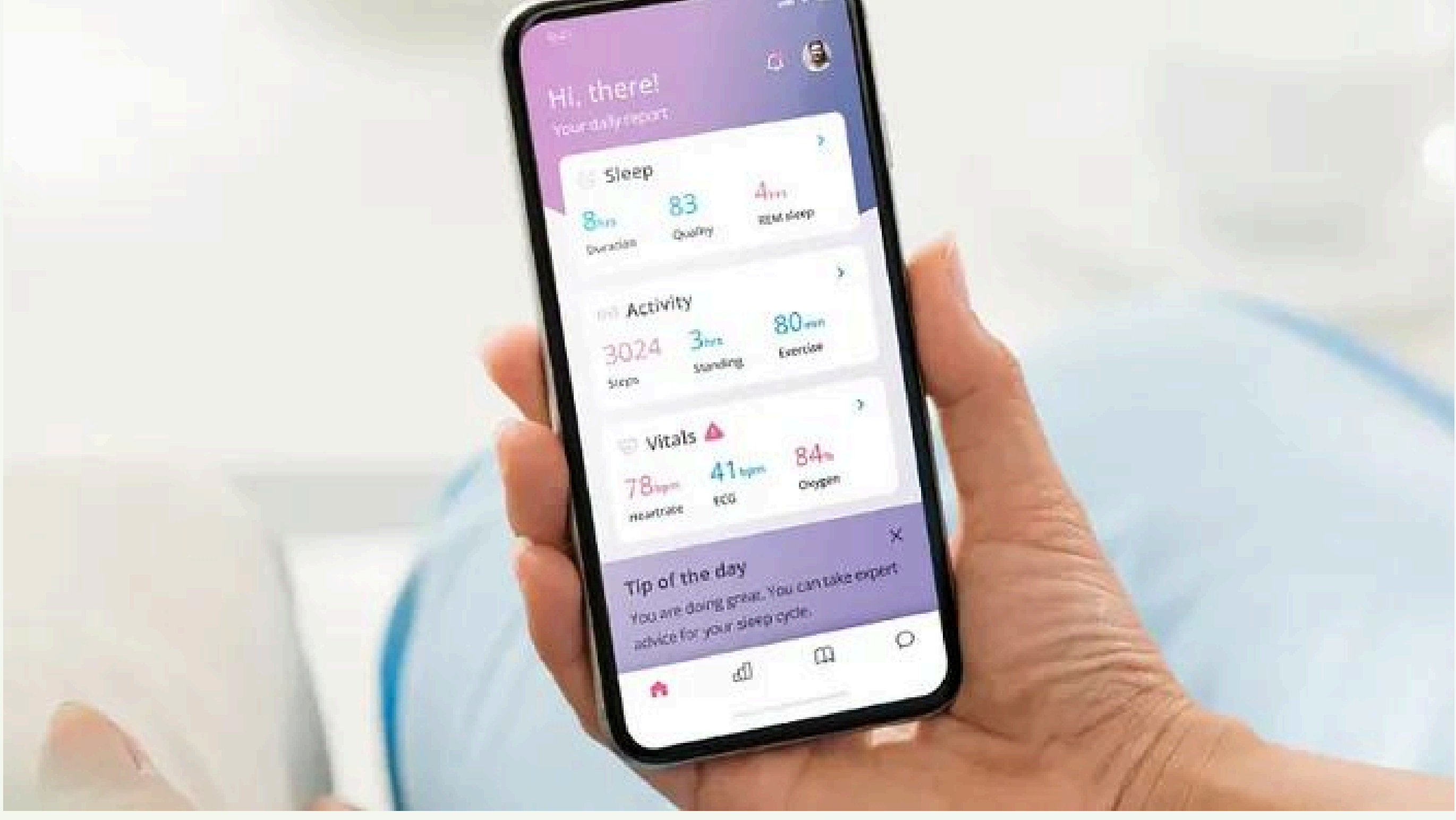
As the first UX designer within the digital team, I was responsible for defining the user experience foundation.

Why this problem mattered

Healthcare experiences are rarely isolated. Users often interact with:

- wearable devices
- medication systems
- activity tracking
- sleep monitoring
- health reports
- care teams

Most solutions focus on a single device or workflow. This creates fragmented experiences where users switch between multiple systems to understand their health. The goal was to create a flexible ecosystem that could unify information into one experience.



Research & Discovery

I worked with stakeholders and healthcare teams to understand:

- patient needs
- healthcare workflows
- device capabilities
- future business goals

We also evaluated existing healthcare applications and connected-device experiences.

Key insights

Insight 1: Healthcare products would continuously evolve and introduce new device types. Design implication: The system needed modular components rather than fixed screens.

Insight 2: Users care about outcomes rather than raw health data. Design implication: Present meaningful summaries instead of overwhelming dashboards.

Insight 3: Trust and clarity are critical in healthcare experiences. Design implication: Use straightforward language and transparent data presentation.

Defining success

- We aligned around three goals:
- Create a scalable UX foundation
 - Support multiple device integrations
 - Build a simple and trustworthy experience

Define the problem

A flexible and scalable healthcare app one that could support device integrations. For our demo app, we chose Apple watch and Aura ring as our integrated devices. So we could have all of apple health data and sleep data from Aura ring.

Problem	Solution	Why
Different devices generate different data	Modular component system	Easier scalability
Large amount of health information	Prioritized insights over raw data	Reduced cognitive load
Future products were undefined	Flexible architecture	Support future expansion
Users need confidence in healthcare data	Clear visual hierarchy and explanations	Increase trust

Ideate the solution

Interactive prototypes were reviewed with stakeholders and tested through iterative feedback sessions.

Areas evaluated:

- navigation clarity
- health data interpretation
- usability across workflows
- flexibility for future integrations

Key findings

Users preferred:

- summarized insights over large data sets
- clear terminology
- visual trends instead of isolated metrics

CDP Healthcare App Wireframes

A flexible and scalable healthcare platform that integrates multiple devices and presents meaningful health insights.

PROJECT GOALS

- Create a scalable UX foundation
- Support multiple device integrations
- Present insights, not just raw data
- Build a simple and trustworthy experience

KEY USERS

Patient / End User
Tracks health metrics, understands trends and takes action.

Care Team (Future)
Monitors patient health and provides guidance.

CORE EXPERIENCE - USER FLOW

1. Onboarding
Simple onboarding that builds trust.

2. Connect Devices
Connect and manage health devices.

3. Home / Dashboard
Overview of key health insights at a glance.

4. Insights
Meaningful insights and trends over time.

5. Detailed Metric
Dive deeper into any health metric.

INFORMATION ARCHITECTURE (IA)

```
graph TD
    Home --> Dashboard[Home / Dashboard]
    Home --> Trends[Trends]
    Home --> Devices[Devices]
    Home --> Profile[Profile]
    Dashboard --> HealthScore[Health Score]
    Dashboard --> TodaySummary[Today's Summary]
    Dashboard --> QuickActions[Quick Actions]
    Dashboard --> Alerts[Alerts / Notifications]
    Trends --> Sleep[Sleep]
    Trends --> Activity[Activity]
    Trends --> HeartRate[Heart Rate]
    Trends --> Vitals[Vitals]
    Trends --> Weight[Weight]
    Devices --> ConnectedDevices[Connected Devices]
    Devices --> AddDevice[Add Device]
    Devices --> DeviceSettings[Device Settings]
    Devices --> DataPermissions[Data Permissions]
    Profile --> PersonalInfo[Personal Info]
    Profile --> HealthGoals[Health Goals]
    Profile --> Settings[Settings]
    Profile --> HelpSupport[Help & Support]
```

KEY FLOWS

Connect Device Flow

```
graph LR
    A[Select Device] --> B[Permissions]
    B --> C[Syncing]
    C --> D[Connected]
```

View Insight Flow

```
graph LR
    A[Dashboard] --> B[Select Metric]
    B --> C[Trends View]
    C --> D[Detailed View]
```

Receive Alert Flow

```
graph LR
    A[Alert Triggered] --> B[Notification]
    B --> C[View Details]
    C --> D[Take Action]
```

WIREFRAME SCREENS (ADDITIONAL)

COMPONENT LIBRARY (EXAMPLES)

Implement prototype design

A final draft was made to show stakeholders and potential clients. The project established a scalable digital healthcare framework that could support future products and device integrations.

The solution:

- created a reusable UX foundation
- supported connected health experiences
- enabled future expansion into additional healthcare products...

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Sentio

Website6 people6 months

Device typeTeam sizeProject timeline

The challenge

Sentio is a financial research platform used by investment professionals to search, analyze, and manage large amounts of financial information. Over time, the platform had evolved into multiple products and features developed independently. This resulted in:

- inconsistent UI patterns
- duplicated components
- fragmented user experiences
- complex workflows
- slower design and development cycles

Users frequently described the platform as:

"powerful but complex"

The challenge was:

How might we simplify the experience while creating a scalable design foundation?

Why This Problem Mattered

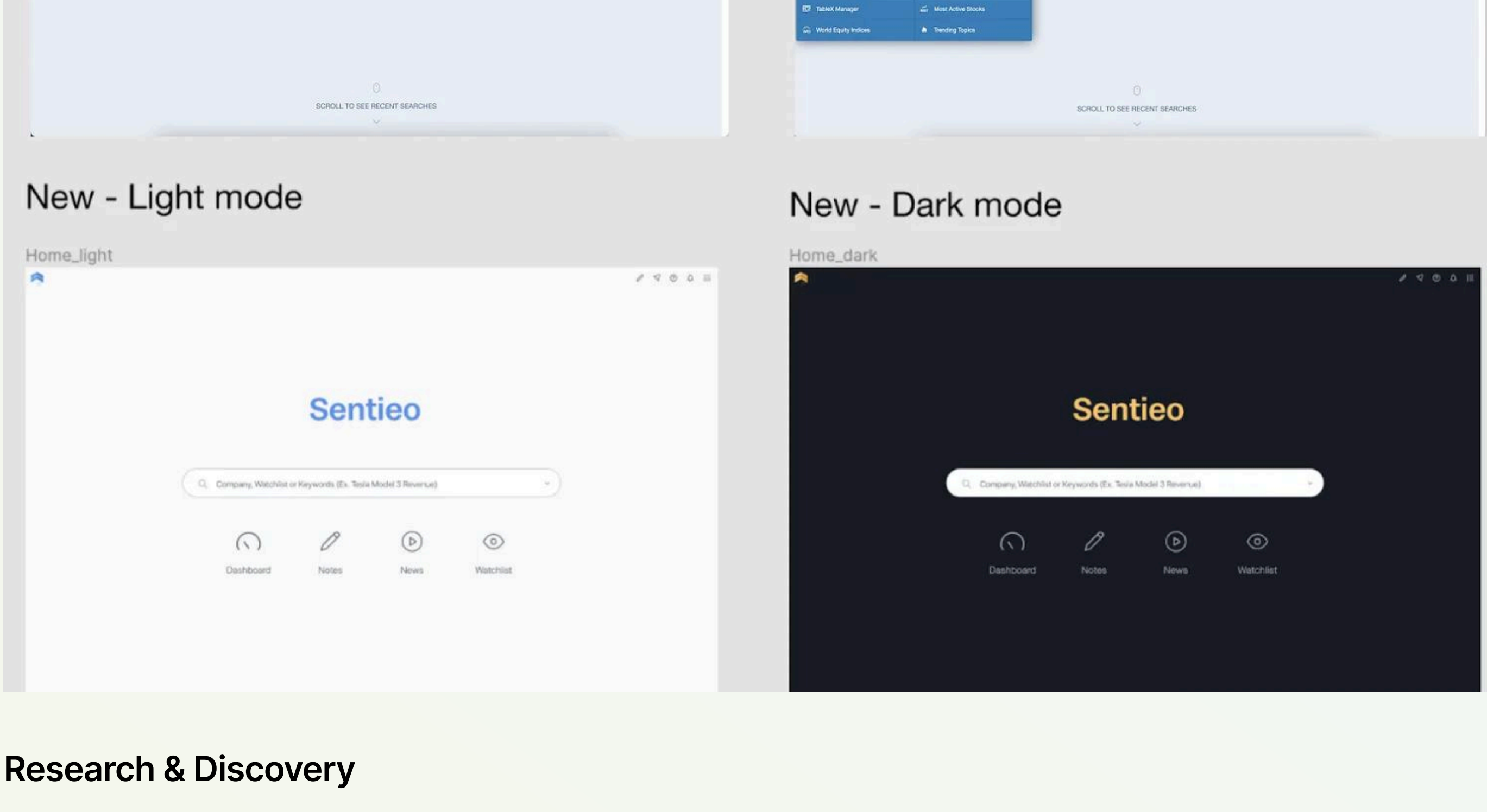
Financial analysts work in high-information environments and need to move quickly between:

- research
- document analysis
- data visualization
- financial models
- notes and collaboration tools

Complexity directly impacts productivity. Without consistency:

- users spend time relearning patterns
- teams duplicate work
- developers build inconsistent experiences

The goal was not only visual redesign. The goal was improving usability and scalability.



Research & Discovery

We gathered feedback from:

- internal stakeholders
- product teams
- users
- competitor products

I also performed a UI audit across existing applications. Key insights

Insight 1: Users found workflows overwhelming because multiple features behaved differently. Design implication: Create shared interaction patterns.

Insight 2: The same components existed in multiple versions. Design implication: Build reusable components.

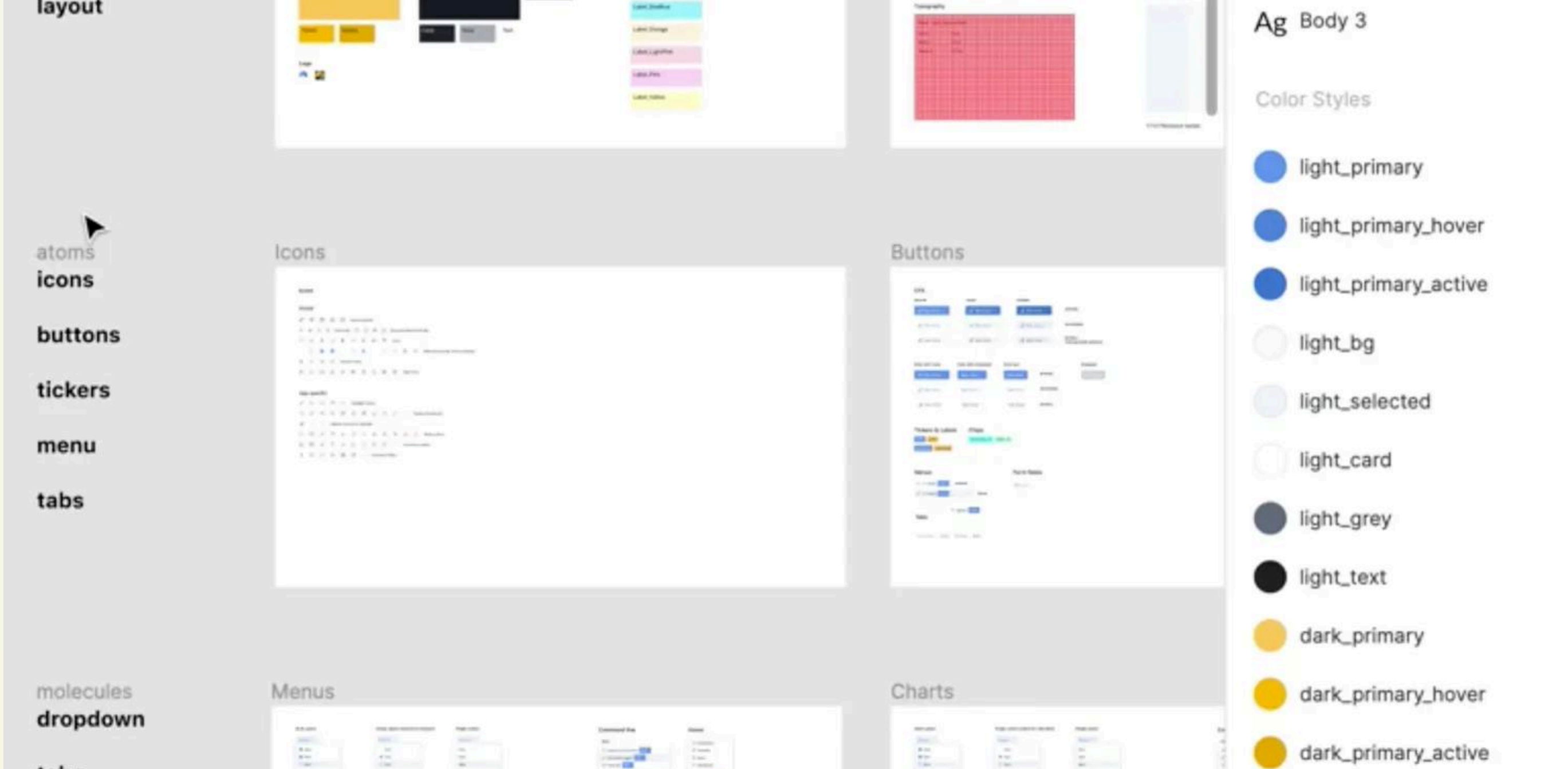
Insight 3: Users wanted quicker access to frequently used functionality. Design implication: Reduce cognitive load and simplify navigation.

Defining success

- We aligned around three goals:
1. Improve product consistency
 2. Simplify workflows
 3. Enable scalable development

Design Exploration

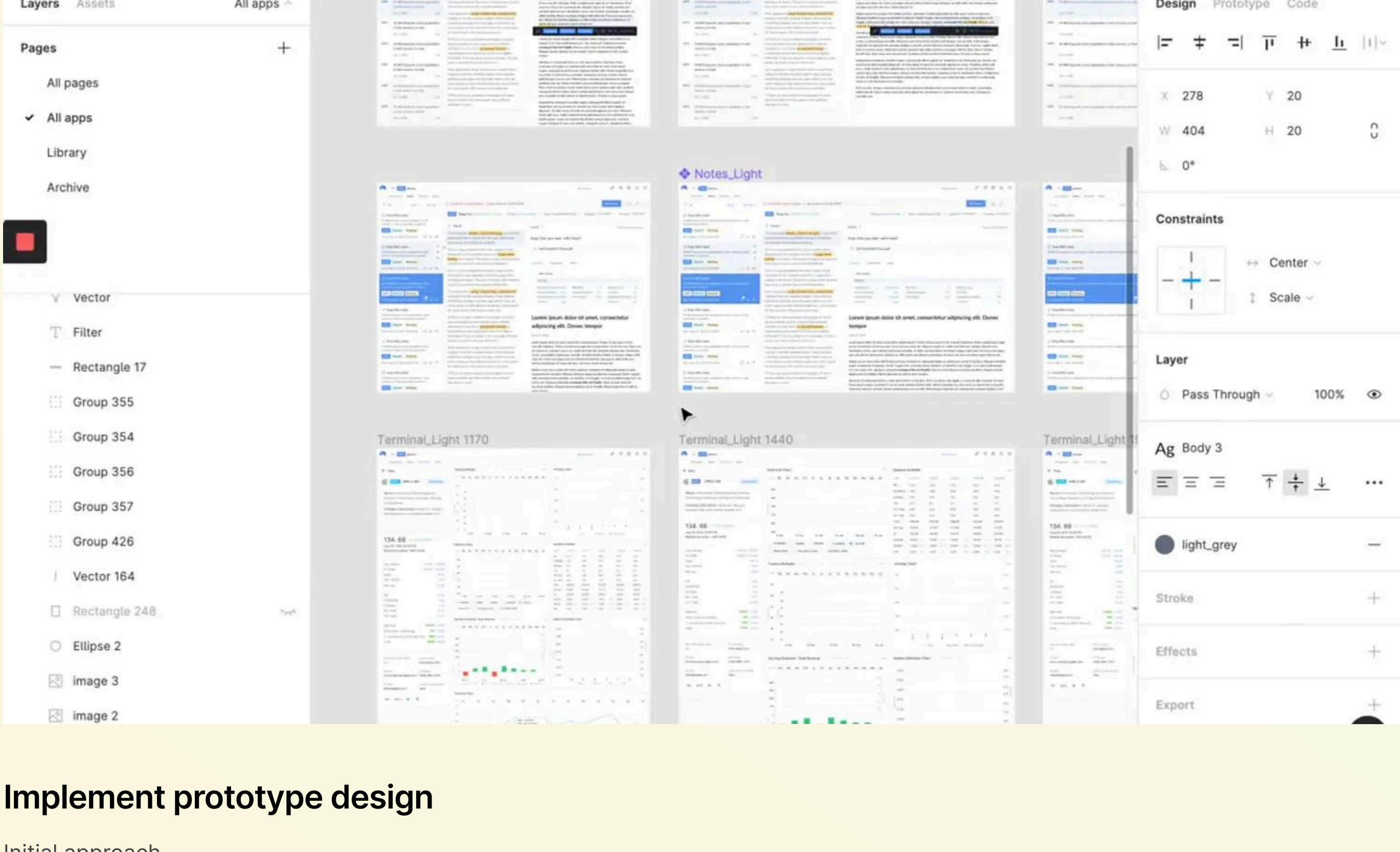
Before designing components, I mapped the existing product ecosystem and identified recurring patterns over 600+ screens



Ideate the solution

We translated all the apps to our new design theme. And made improvements in each app with user using co-design.

Problem	Solution	Why
Multiple versions of components	Unified component library	Improved consistency
Inconsistent visual language	Shared design principles	Easier recognition
Complex navigation	Simplified workflows	Reduced cognitive load
Design-development disconnect	Shared system with engineering	Faster implementation



Implement prototype design

Initial approach

The first redesign introduced many visual changes at once. Problem

A large-scale release created risk for existing users who were already familiar with workflows. Updated strategy

Instead of a complete replacement, we adopted a phased rollout:

Phase 1

- Introduce shared components

Phase 2

- Update high-priority workflows

Phase 3

- Gradually migrate remaining experiences

This reduced implementation risk and allowed continuous feedback.

Validation

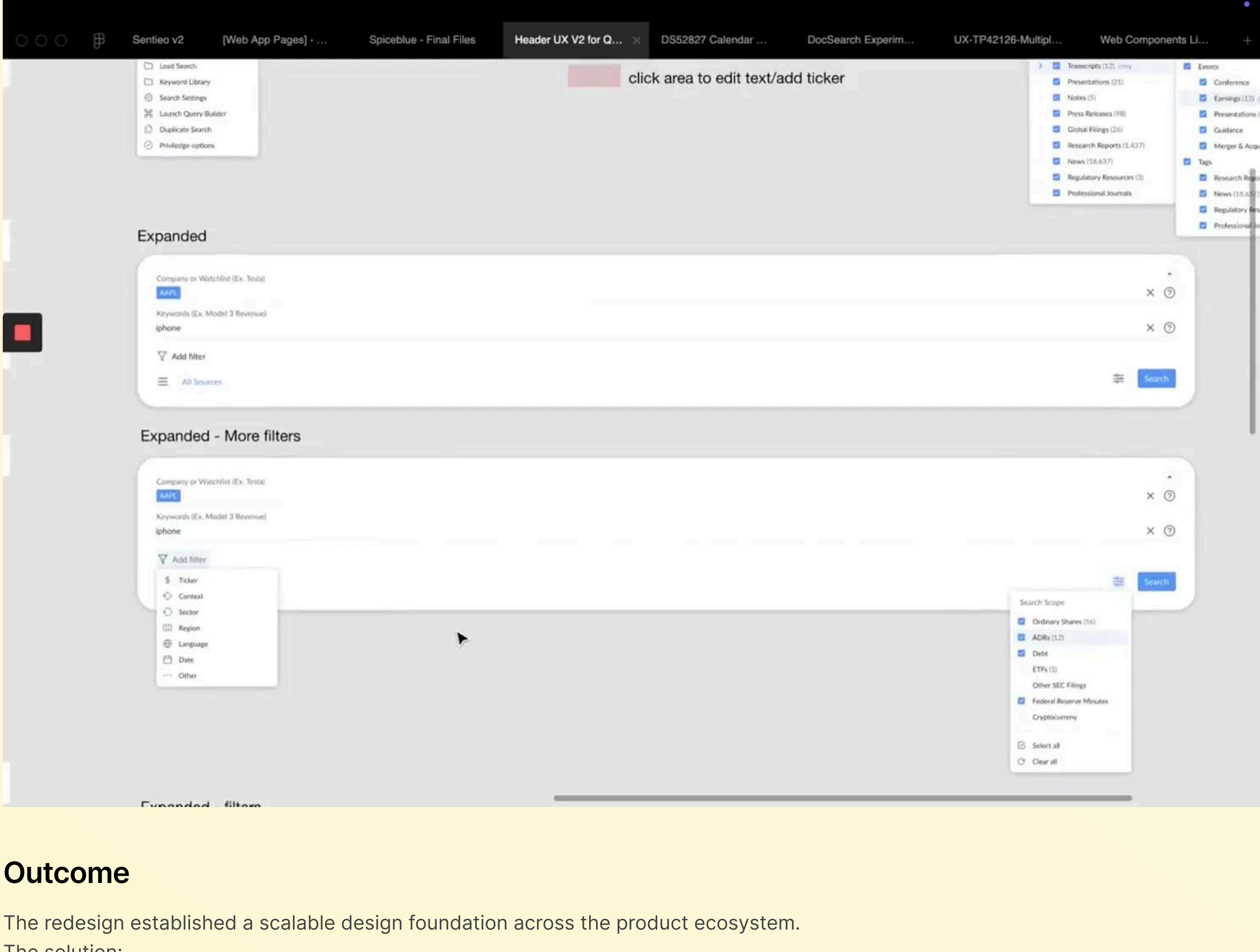
We tested redesigned workflows and components through stakeholder reviews and iterative user feedback. Areas evaluated:

- navigation clarity
- component usability
- workflow efficiency
- visual consistency

Key findings

Users preferred:

- cleaner interfaces
- predictable interactions
- fewer visual variations



Outcome

The redesign established a scalable design foundation across the product ecosystem.

The solution:

- improved consistency across products
- simplified workflows
- reduced UI duplication
- strengthened collaboration between design and engineering