

Ritik Singh

Product Designer

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SUMMARY

Product Designer with 4 years of experience across sports media, edtech, and early-stage startups. Led end-to-end design of mobile and TV applications used by 30M+ people, built and scaled design systems adopted across teams, and shipped B2C, B2B, and B2G products from concept through launch. Strong in user research, interaction design, and design systems.

PROFESSIONAL EXPERIENCE

Product Designer, Cricbuzz

Jul 2025 – Present | Bengaluru, India

- Leading a full redesign of the product across mobile and TV platforms, covering global broadcast use cases.
- Designed the international broadcast experience end to end, shipping mobile and TV apps used by ~30 million viewers in the US and Canada.
- Simplified the subscription checkout flow from five steps to two, removing key drop-off points before payment.
- Redesigned video discovery, listing, and playback experiences to improve engagement and long-term retention.
- Redesigned the customer support flow, cutting the volume of tickets reaching the support team by more than 50%.
- Introduced in-product polls, now one of the product's major revenue channels.
- Defining and scaling the company design system, covering accessibility standards, visual consistency, and reusable components across platforms.

UI/UX Designer, Rankplus

Jan 2025 – Apr 2025

- Revamped the core product interface, contributing to a measurable lift in customer engagement and app retention.
- Conducted heuristic evaluations and usability testing, cutting reported usability issues by roughly a third.
- Ran moderated user research sessions that shaped the product roadmap and increased average session duration.

UX Designer, Freelance

Aug 2024 – Jan 2025

- Provided UX/UI consulting for early-stage startups, redesigning onboarding flows and navigation systems that improved task completion rates by 40%.
- Designed and launched responsive marketing websites in Framer and Webflow for multiple clients.

Founding Product Designer, GrayFrost Technologies Pvt. Ltd.

Dec 2023 – Aug 2024 | Remote

- First design hire; established the brand identity, design guidelines, and company website.
- Designed a complete ERP portal spanning 15+ modules, streamlining resource planning workflows for internal teams.
- Designed mobile applications for students and teachers, improving usability and reducing perceived load times.

UI/UX Designer, Jio Embibe

May 2022 – Nov 2023 | Bengaluru, India

- Co-designed the Embibe Lens AR application, supporting a 70% increase in user acquisition and partnerships with multiple state governments.
- Directed the design and rollout of Teach Lite, connecting 10,000+ learners with study resources.
- Built a comprehensive design system that cut development time by 30% across product teams.
- Designed a B2G analytics dashboard for government stakeholders and a school ERP system for administrators.

SKILLS

Design: Interaction Design, Visual Design, Information Architecture, Wireframing, Prototyping, Design Systems, Accessibility (WCAG), Responsive Design, Customer Journey Mapping

Research: User Research, Usability Testing, Heuristic Evaluation, A/B Testing, User Stories, UX Audits

Tools: Figma (Variables, Components), LottieFiles, Spline, Framer, Webflow, Adobe Illustrator, Adobe Photoshop, Adobe After Effects, Notion

EDUCATION

B.Tech, Computer Science & Engineering — JSS Academy of Technical Education, Noida 2018 – 2022

CGPA 8.7 — First Division with Distinction

CERTIFICATES

Google UX Design Professional Certificate — Google / Coursera

Adobe Photoshop: Advanced Training Course — Udemy