

# Ashutosh Kumar Singh

Product Designer

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## SUMMARY

Product Designer with about 5 years of experience across AI-enabled products, large-scale consumer apps serving hundreds of millions of users, and enterprise SaaS. I've designed for platforms ranging from 250M DAU content feeds to zero-to-one AI tutoring canvases. Red Dot Award winner. I work closely with engineering through rapid prototyping, contribute directly to code, and use agentic AI workflows in my process. I have working knowledge of LLMs (AI tools) and frontend development, and have built a custom AI chat integration for my personal portfolio site.

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## EXPERIENCE

### Fermi AI

Nov 2025 – Feb 2026

Product Designer, Contract · Sole designer across B2B and B2C

*Early-stage AI tutoring app for K-12 students. Stylus-first smart canvas, real-time assessment, classroom management.*

- Designed a AI-on-canvas experience for STEM learning, where students write with a stylus and AI monitors their work in real-time through handwriting recognition. The system supports both explicit interaction (AI chat) and implicit interaction (real-time visual cues on the canvas itself). Beta users averaged 9+ back-and-forth turns per problem across 79 participants, treating it like a real tutoring conversation.
- Designed the teacher workflow where Fermi AI assists educators with automated grading, performance tracking, and adaptive homework generation. Teachers began assigning work through the app, driving 1,328 signups in one week.
- Built the Fermi design system from scratch, a code-first system using Tailwind CSS, developed through agentic AI coding workflows. Responsive across mobile, tablet, and desktop.

### Gameskraft

Mar 2025 – Oct 2025

Product Designer

*India's largest real-money gaming platform across real money and casual games.*

- Redesigned the new-user onboarding to make the value proposition clearer upfront and reduce the steps needed before a first deposit, increasing first add-to-wallet conversions by 12%.
- Designed a scalable, gamified quest system that rewarded users based on match performance and simplified the path from signup to first game. The loop provided low-friction entry into matches, improving new user activation and early retention.

### Glance (InMobi Group)

Mar 2023 – Mar 2025

UX Designer

*AI-personalised content platform serving 250M+ daily active users globally.*

- Designed a sports aggregator for Android lock-screen, scaled across five sports (Cricket, NFL, NBA, NHL, MLB), hundreds of teams, and millions of users in India and the US. Built a progressive content model that adapted depth of information based on user intent. Session duration grew from 12s to 120s, daily revenue grew 5X within the quarter.
- Redesigned the internal CMS used by 50+ publishers. Replaced a single complex form with separate, role-specific workflows, reducing average publish time by more than half.

### Red Baton Design Studio

Aug 2021 – Mar 2023

UX Designer

*Multidisciplinary design studio across product, branding, and digital strategy.*

- Redesigned the ordering experience on Unilever's SHIKHAR B2B app, used by small grocery retailers placing bulk orders. Reworked item selection, cart management, and the reorder flow, validated through field research with shop owners. Cart abandonment dropped 8% after release. Won 2023 Red Dot Award.

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## SKILLS

- DESIGN** Product design, interaction design, design systems, information architecture, user research, usability testing, A/B testing, prototyping, WCAG accessibility
- TOOLS** Figma, Adobe Creative Suite, Framer, SwiftUI, Cursor
- TECHNICAL** AI-augmented development workflows, rapid prototyping, HTML, CSS, JavaScript, React, basic frontend development

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## AWARDS

- Red Dot Award · Best UI Design** 2023  
Unilever SHIKHAR B2B App, Red Baton Design Studio
- Most Innovative Graduation Project** 2021  
In collaboration with Ministry of Textiles, Government of India

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## EDUCATION

- Bachelor of Design**, Fashion Communication, 2021  
National Institute of Fashion Technology (NIFT), Gandhinagar  
*Core focus in visual communication, systems thinking, and interaction design*