

# Aditi Singh

## Staff Product Designer

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Ontario, Canada (Remote-eligible)

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### S U M M A R Y

Product designer with 10+ years of experience spanning UX, research, and systems thinking — with deep roots in architecture and HCI that shape how I approach complexity. I work across the full design arc: from ambiguous problem spaces to shipped product, with equal comfort in strategy conversations and pixel-level craft. At Guidewire and Highspot I've driven end-to-end design for complex, technical products used by professional users — translating dense workflows into intuitive experiences. I am fluent in AI-native tooling, CMS/web platform design patterns, and the kind of cross-functional collaboration that keeps fast-moving teams aligned.

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### E X P E R I E N C E

#### Senior UX Designer · [Highspot](#)

2022 – Present | Canada (Remote)

- Led end-to-end design for Highspot's content analytics and enablement platform, defining information architecture, interaction patterns, and visual systems for a technically complex B2B product used by enterprise sales teams.
- Designed a conversational analytics agent to replace traditional dashboards — establishing response-format frameworks (stats, tables, charts, lists) based on question structure and user intent.
- Drove strategic UX for competitive differentiators including Highspot vs. Seismic positioning features, translating competitive intelligence into product design decisions.
- Created detailed UI specifications and prototypes for features at 480px breakpoints, modern typography systems, and next-step recommendation panels integrated with AI-generated content plays.
- Collaborated with PMs, engineers, and content strategists in a remote-first environment — presenting work to senior stakeholders and iterating based on structured feedback cycles.
- Mentored junior designers and contributed to design system standards, elevating team craft and consistency across product areas.

#### UX Designer · [Guidewire Software](#)

Jan 2022 – Present | Canada (Remote)

- Designed for enterprise insurance software, translating complex policy management workflows into usable, accessible experiences for professional users with specialized domain knowledge.
- Conducted user research including contextual inquiry, usability testing, and qualitative analysis to surface pain points in dense, data-heavy interfaces.
- Partnered with cross-functional teams to align business requirements with user needs, consistently bridging technical constraints and design intent.

#### UX Designer · [Mitel](#)

Sept 2019 – Dec 2021 | Ottawa, Canada

- Led all design for video conferencing across web, mobile, and meeting room surfaces — owning UX from discovery through delivery.
- Redesigned sign-in and onboarding flows for Mitel's unified communication platform, reducing friction for first-time users.
- Designed the device management console for Mitel's support staff and partners, handling complex administrative workflows.
- Collaborated with cross-functional teams to translate business needs and user feedback into usable, high-quality experiences.

#### UX Researcher · [Canada Science & Technology Museum](#)

Jan 2018 – Sept 2018 | Ottawa, Canada

- Conducted ethnographic observation and interviews with museum visitors on the autism spectrum to understand accessibility needs and behavioral patterns.
- Synthesized qualitative findings into actionable design recommendations, improving accessibility and wayfinding across the museum experience.

**Research Assistant** · [IIT Guwahati](#)

Sept 2015 – Apr 2017 | India

- Designed, fabricated, and conducted usability testing for zooming interactions on flexible display devices — contributing to 4 peer-reviewed publications in HCI conferences.

**Architect** · [Anagram Architects](#)

May 2012 – Jun 2015 | New Delhi, India

- Led concept design, technical drawing, and on-site coordination for 10+ residential and commercial projects — work recognized in Architizer, Archdaily, and Designboom.

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**E D U C A T I O N**

**MASc, Human-Computer Interaction**

2017 – 2019

Carleton University, Canada

**Bachelor of Architecture**

2007 – 2011

Birla Institute of Technology, India

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**S K I L L S & T O O L S**

**Design & Research:** User research, Information architecture, Interaction design, Visual design, Prototyping, Usability testing, Accessibility, Design systems, Qualitative & quantitative analysis

**Tools:** Figma, Framer Motion, React (prototyping), Highspot, Cursor, HTML/CSS, Adobe Illustrator, Procreate, SPSS

**Domain fluency:** B2B SaaS, Content management platforms, AI-native product design, Web standards, Sales enablement, Enterprise UX

**Soft skills:** Cross-functional collaboration, Stakeholder presentation, Remote-first leadership, Design mentorship, Strategic alignment

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**N O T A B L E S**

- Published 4 research papers in peer-reviewed HCI conferences. Google Scholar profile available.
- 3rd place, 3-Minute Thesis competition — Carleton University.
- Architecture work recognized in Architizer, Archdaily, and Designboom.
- Personal portfolio built on Webflow: [aditisingh.webflow.io](http://aditisingh.webflow.io)