

Sagrika Singh

UX / Product Designer | London, UK | singhsagrika63@gmail.com

[LinkedIn](#) | [Portfolio](#)

SUMMARY

UX and Product Designer with 3+ years designing enterprise tools, consumer apps and services across iOS, Android and web, and an MSc in User Experience Design from Kingston University. Owned ParkHere, a truck slot-booking service that cut waiting times from 48 hours to 10, and designed three AI-powered apps, including PoseU, whose usability pass rate rose from 37% to 100% over four rounds of testing.

EXPERIENCE

UX Research Intern | PhysioActivity, London | Jan 2026 – May 2026

Pre-launch digital physiotherapy startup. Product discovery to define what design would build first.

- Defined a 5-feature MVP from 9 ideas, now used by the founder to pitch investors, from prioritised research findings.
- Repositioned the product from rehab to preventive care for 18–40-year-olds after a 22-question survey with 100+ responses found 90% had neck or back problems.
- Benchmarked 6 competitors, including Hinge Health and Sword Health, finding a gap in student-focused preventive care.

UX Designer (Employee Experience) | Neelkamal Steels | Aug 2022 – Dec 2024

Steel manufacturer. One of a two-person UX team designing enterprise tools for staff and drivers across mobile and web.

- Owned ParkHere, a truck slot-booking app, end-to-end, from user research and user flows to wireframes and high-fidelity Figma prototypes, cutting waiting times from 48 hours to 10 and avoiding about £25K a year in losses.
- Designed a real-time HR dashboard in Figma and Adobe XD to replace manual employee records, saving 15% a year.
- Handed off 2 products to developers through Figma specs, prototypes and sprint reviews, taking both from concept to live use.

UX Designer | Runjhun Printers | Mar 2021 – Apr 2022

Design and print consultancy for SMEs. Sole UX designer across iOS, Android, web, brand and packaging.

- Designed and prototyped websites and iOS and Android apps for SME clients, testing with real users; post-launch client surveys showed task completion up 35%.
- Created brand identities, logos and packaging in Figma, Photoshop and Canva, raising client engagement by 60%.

PROJECTS

- EcoBuddy: AI and IoT energy service (MSc)** – 91% task success across 7 tested hypotheses. Designed the high-fidelity Figma app, style guide, service blueprint and conversational chatbot flow for UK households.
- PoseU: AI pose recommendation app (MSc dissertation)** – Task pass rate up from 37% to 100% and errors down 76% over 4 iterations, from lo-fi sketches to a high-fidelity Figma prototype, built on 10 user and 2 expert interviews.
- WellSync: AI wellbeing app (MSc)** – Built a design system and 42-screen mid-fi wireframe for an app that schedules breaks from your calendar and health tracker, shaped by a 3-day diary study and checked for accessibility across 6 user groups.

CORE SKILLS

Product Design & AI: Product Strategy | End-to-end Product Design | Enterprise Workflow Design | Interaction Design | User Research | Usability Testing | Wireframing | Design Thinking | Design Systems | Accessibility (WCAG) | AI-assisted Prototyping with Codegen and Research Synthesis

Collaboration & Delivery: Product and Engineering Partnership | Cross-functional Collaboration | Stakeholder Facilitation | Design Handoff | Agile / Scrum | Storytelling and Presentation

Tools: Figma | FigJam | Miro | Adobe Creative Suite | Claude | Lovable | ChatGPT

EDUCATION

MSc User Experience Design (Distinction) | Kingston University, London | Jan 2025 – Jan 2026

BA (Hons) Sociology (First Division) | Patna Women's College, India | Aug 2018 – Aug 2021

AWARDS

- Bright Idea Finalist, Sustainability category (2026) – EcoBuddy, Kingston University
- Best Design Award (2024) – ParkHere, Neelkamal Steels

VOLUNTEERING

- Co-designed waste bins from recycled materials, including discreet sanitary-waste bins for girls, with pupils in 5 Patna government schools under Swachh Bharat Abhiyan.