Prabhpreet Singh
Lead UX Designer

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Manteca, CA, US

Lead UX Designer with extensive experience in creating cohesive user experiences, utilizing data-driven design and mentoring junior designers. Expertise in conducting comprehensive user research, planning software architecture, and developing strategic website design plans to boost user engagement.

Work Experience

Owner / UX Research & Design
Prabh Films | *Manteca, CA*

Jan 2017 - Present

- Developed a strategic website design plan, attracting customer attention and retention to provide easy leads and bookings.
- Refined prototypes, ensuring the highest quality design in the least amount of clicks.
- Designed webpages using UX strategies in Figma, then later on customizing webpages using Wix.
- Designed and developed responsive web applications using a UX-first approach, ensuring accessibility, usability, and performance optimization across devices.

Lead UX Designer
AT&T | *Dallas, TX*

Oct 2021 - Jul 2024

- Designed and optimized end-to-end UX/UI user flows across multiple applications, ensuring intuitive navigation and cohesive digital experiences.
- Developed and implemented iOS interfaces using Swift and UI Kit for the Compass application used by AT&T agents and managers.
- Utilized Figma to create high-fidelity prototypes, wireframes, and design systems for scalable and consistent UX patterns.
- Conducted user research and iterative iOS app development, integrating feedback to enhance usability and visual performance.
- Collaborated with cross-functional teams to ensure UX designs met technical specifications and business goals, resulting in a cohesive user experience.
- Utilized data-driven design by analyzing user data and conducting A/B tests to inform and refine design decisions, improving user engagement by 85%.
- Trained and mentored junior UX designers in design principles using Salesforce Lightning Design System, tool usage, and UX research methodologies, enhancing team productivity by 90%.
- Developed and maintained design guidelines, best practices, and standards to ensure design consistency across the AT&T employee portal application using Salesforce.

UI/UX Designer
Upsightly/Qovato | *Fremont*

Jun 2018 - Nov 2021

- Conducted comprehensive user research employing multiple personas, user stories, and user journey maps to speed up design process by 80%.
- Used Motion Design and animation to view product listings, such as in carousels.
- Collaborated closely with the development team to plan the software's architectural design, including reviewing UML, Use Case Diagrams, and Activity Diagrams.
- Developed mockups and low-fidelity prototypes for early concept exploration, progressively refining and enhancing prototype fidelity thr oughout the design process with Salesforce libraries.

Core Skills

User Experience Design, UI Prototyping, User Research, Interaction Design, UX Writing, Wireframing, HTML / CSS, UI/UX Design, Prototypes, Mockups, ats, ISO, intuitive, figma, analytics, Marketing, user interface design, creative, invision, Algorithms, highly motivated, digital assets, front-end, agile, manage multiple projects, self-directed, articulate, Flexible, Integrated Communications, Managing Projects, Graphics Software, special effects, Web Technology, Graphic Design, cybersecurity, supervisory, Animation, geography, accountability, accuracy

Education

San Jose State University
Dec 2018

Bachelor of Science Software Engineering

Certificates

UX Design Certification
Jun 2021

Google

Google AI Essentials
Jan 2025

Coursera