

Prabhpreet Singh

Lead UX Designer | AI Driven Product Design

Manteca, CA | prabhpreetsinghh@gmail.com | 408 338 5426 | www.prabhpreetsinghh.com

Professional Summary

Lead UX Designer with 8+ years of experience designing scalable digital products, enterprise platforms, and consumer applications. Expertise in user research, interaction design, visual design, and AI assisted design workflows. Proven ability to translate complex business problems into intuitive digital experiences that improve usability, engagement, and operational efficiency. Experienced collaborating with cross functional product teams and leveraging AI tools to accelerate research, ideation, and prototyping.

Work Experience

Owner / UX Research & Design — Prabh Films | Manteca, CA (2017–Present)

- Designed and implemented the full digital customer journey, improving booking conversion rates through UX optimized funnels.
- Conducted usability testing and behavioral research to refine booking experiences and reduce user friction.
- Developed responsive websites and booking flows using Figma, Wix, and front end technologies.
- Implemented AI assisted workflows for marketing design, content generation, and rapid prototyping.
- Built scalable branding systems including typography, layout frameworks, and digital marketing assets.
- Used analytics and behavioral data to iterate on UX improvements and increase engagement.

Lead UX Designer — AT&T; | Dallas, TX (2021–2024)

- Led UX initiatives across enterprise applications used by thousands of internal employees.
- Designed end to end workflows for the AT&T; Compass iOS application used by agents and managers.
- Built scalable UI components and design systems using Figma and Salesforce Lightning Design System.
- Conducted user research including interviews, usability tests, and task analysis.
- Applied AI assisted design tools to accelerate ideation, prototyping, and research synthesis.
- Collaborated with engineers to implement UX designs using Swift and UIKit.
- Used product analytics and A/B testing to optimize interaction flows and increase engagement.

UI/UX Designer — Upsightly / Qovato | Fremont, CA (2018–2021)

- Conducted UX research including personas, journey maps, and usability testing.
- Designed wireframes, interaction flows, and prototypes using Figma and InVision.
- Created motion based UI elements to enhance product browsing and engagement.
- Collaborated with engineering teams to align UX architecture with development.
- Designed responsive layouts ensuring consistent experiences across devices.

Core Skills

User Experience Design, Product Design, Interaction Design, Visual Design, UX Research, Design Systems, Information Architecture, Usability Testing, Wireframing, Prototyping, Accessibility (WCAG), Agile Product Development

AI Driven UX Tools

ChatGPT, Claude AI, Midjourney, Runway ML, Uizard AI, Galileo AI, Framer AI, Relume AI, Maze AI, Notion AI, Perplexity AI, Figma AI

Design & Technical Tools

Figma, Adobe XD, Sketch, Axure, Miro, FigJam, InVision, ProtoPie, Framer, Adobe Creative Suite, HTML, CSS, Swift, UIKit, Salesforce Lightning Design System

Projects

Fitness Tracker Application

- Conducted qualitative and quantitative user research including stakeholder interviews and usability testing.
- Synthesized insights into personas, journey maps, and Jobs to Be Done frameworks.
- Designed wireframes and interaction flows using Adobe XD and Sketch.
- Facilitated collaborative ideation workshops using Miro and FigJam.
- Built interactive prototypes and usability tests using Axure and Adobe XD.

Planit – Wedding Planning Application

- Designed end to end user flows for managing wedding events, vendors, budgets, and guest lists.
- Developed wireframes and prototypes using Adobe XD and Sketch.
- Created visual UI layouts emphasizing strong visual design and hierarchy.
- Led collaborative journey mapping sessions using Miro and FigJam.
- Built interactive prototypes and tested usability scenarios using Axure.

Education

Bachelor of Science — Software Engineering, San Jose State University (2018)

Certifications

- Google UX Design Certification — Google (2021)
- Google AI Essentials — Coursera (2025)