

Tarandeep Singh

Senior UX Designer
Product Designer . UX Lead

CONTACT

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LINKEDIN

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LOCATION

Delhi, India

UX SKILLS

Research & Strategy

User Research · Information Architecture ·
Heuristic Evaluation · Competitor Analysis ·
User Flows · Personas · Usability Testing · A/B
Testing

UI & Design Systems

Design Systems (Atomic Design) · Component
Libraries · Prototyping · Wireframing · Motion
Design · Iconography · Style Guides

Technical

HTML · CSS · JavaScript · React · React Native -
capable of designing and shipping front-end
code

TOOLS

Figma

ProtoPie

Framer

AdobeXD

InVision

Miro

Photoshop

Illustrator

After Effects

Maze

Notion

EDUCATION & CERTIFICATIONS

Foundation of UX Design

Google

Think, Design, Create - UI/UX

IIT Roorkee

Advanced Diploma - Graphic Design

TGC Animation & Multimedia

Bachelor of Commerce

Delhi University

Senior UX designer with 10+ years designing consumer and enterprise digital products across healthcare, fitness, and SaaS. Led end-to-end UX for products used by millions, including the Lybrate patient app (80L+ users), Pristyn Care patient app, BeatXP e-commerce platform, and a complex Electronic Medical Record system used by doctors across India. Combine deep UX research and information architecture skills with hands-on UI implementation and front-end development capability.

EXPERIENCE

Product Owner & UX Design Lead

Jun 2025 - Present

Next Unicorn · London (Remote)

- Own the full product lifecycle identifying user needs, defining requirements, and collaborating with developers and stakeholders to drive delivery aligned with business goals.
- Lead end-to-end UX design and UI implementation for B2B web applications.
- Established design-to-development handoff processes, reducing iteration cycles and improving delivery velocity.

Senior Engineer - UX Design

Feb 2024 - Jan 2025

PureSoftware · Noida

- Delivered UX solutions for enterprise clients, managing design from initial brief through final implementation across web platforms.
- Collaborated with client stakeholders to translate business requirements into user-centered design, securing sign-off through structured design reviews.

Senior UI/UX Designer

May 2022 - Jan 2024

Pristyn Care · Gurugram

- Redesigned the Pristyn Care patient app (App Store & Google Play) introduced footer navigation and enhanced doctor listing screens, directly reducing drop-off at key conversion points.
- Designed the Pristyn Care EMR system, a multi-step clinical tool for doctors across specialties. Key innovation: scrollable section navigator enabling doctors to move freely between 8 clinical screens mid-consultation, reducing EMR completion time.
- Launched Dental Aligner feature onboarding, progress tracking, and daily monitoring flows, contributed to measurable increase in app downloads.
- Designed and launched Pristyn MedX (pristynmedx.com), a new B2B medical equipment e-commerce vertical targeting hospitals and surgical clinics.
- Designed the Pristyn CRM dashboard, complex internal platform for appointment management, activity logging, feedback, and follow-up workflows.
- Managed design across BeatXP (beatxp.com), full site redesign with sticky Buy CTA and consolidated checkout built to convert.

Senior UI/UX Designer

Apr 2015 - May 2022 · 7 yrs

Lybrate · Faridabad

- Designed the Lybrate patient app (80L+ users), owned UX across consultations, GoodKart health marketplace, Gold membership, and payment screens over 7 years.
- Designed GoodMD from scratch, doctor social network with medical news, peer case sharing, quizzes, and webinars, directly contributed to Lybrate's doctor-side revenue growth.
- Designed the video consultation feature (2016-17), India's video doctor consultation experience before telehealth was mainstream, scheduling, pre-call interface, live call, and post-call prescription.
- Designed lybrate.com (10M+ questions answered), doctor discovery, search, and appointment booking flows.

Senior Graphic Designer

Aug 2014 – Apr 2015

Giftsmate · New Delhi

- Led visual design for gifting platform across web and marketing materials. Foundation of graphic design before transitioning to UX.
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PORTFOLIO

taranbhamrah.com

Case studies: Lybrate Telehealth · Pristyn Care EMR · BeatXP Conversion Redesign · Instagram UX Critique