

Pooja Sinha

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EXPERIENCE

ELSA, Corp – Vietnam, Remote

Lead Product Designer, Activation & Engagement

Jan 2024 – Present

- Improved onboarding completion from 64% to 87%, through end-to-end redesign, and rigorous A/B testings and user research
- Reduced install-to-start drop-off by 60%, launching guest login, SSO, and clearer value-prop screens, impacting 100K+ users/month upon launch
- Established modular interface system for B2C & B2B impacting 90 million users in 120 countries
- Winner of ELSA Breakthrough Award & Top Performer award in Q2/Q3 2024

BCG – Bengaluru, India

Team Lead, OTC

Oct 2022 – June 2023

- Developed and established the foundation for design system, conducted onboarding training for 12 new team members, and streamlined handoff process, resulting in a 30% reduction in design time.
- Led a team of 12 designers to successfully launch a product for leading Indian fintech in record time of 6 months.
- Managed the entire end to end design team and project, from research and VQA to release, ensuring consistent high quality deliverables.

TORTOISE – Gurgaon, India

Product Designer, Contract

Sep 2022 – Oct 2022

Design System Expert

- Designed a comprehensive design library for the tortoise BNPL mobile application, consisting over 100 components and assets, using Figma and Adobe creative suite.
- Collaborated with development team to ensure that the design library was seamlessly integrated into the app resulting in a more cohesive experience.
- Streamlined the design process and trimmed design time by 20% by creating a centralised repository of reusable design elements.

QURE.AI – Bengaluru, India

Product Designer

Nov 2021 – Sep 2022

- Conducted design operations, including product research and analysis, designing and testing new features, and continuously improving UI/UX of the app.
- Achieved successful collaboration with a cross functional team of 6 designers, frontend developers, marketing to develop and implement redesign and a new design system for an ecosystem of 7+ apps impacting customers in 50+ countries.
- Designed training and onboarding programs, geek out sessions for upcoming designers; reduced onboarding time for new hires by 50% and fostering a culture of learning and growth.

FROG DESIGN – Bengaluru, India

Product Designer, Design Systems

Jan 2021 – Nov 2021

- Assisted the design of a comprehensive design system for a Middle East Telecom giant's web and mobile application consisting over 200 components and assets, using sketch and Figma.
- Built and handled the main design library and implemented new methods and reduced component redundancy by 30% while keeping the functionality intact, resulting in a more efficient design and handoff process.
- Received 53% increase in downloads of app across region. Got positive feedback from users and stakeholders for the improved visual appeal and usability of application, resulting in increased user engagement and customer satisfaction.
- This DLS was awarded Silver in Transform Magazine's 2020 MEA Transformation Awards for the category of best rebrand of a digital property. The app has been received well by customers in the Middle East region, and has permanently raised the standard for digital, self-service telecom experiences.

CARING COMPANY – Gurgaon, India

Product Designer

Dec 2019 – Dec 2020

- Led the design for claims and payments feature for Healthcare insurance product 'SimpliClaim'.
- Developed a marketing strategy for product including creating and managing 2 social media channels, designing promotional materials, and collaborating with the team to drive engagement and conversions.
- Built the iOS interface of product as a sole designer in team.

LEADERSHIP

GRID FINANCE

Co founder

Jan 2022 – July 2022

- Founded Grid finance and handled design and community management and growth. Raised seed round at 6 million valuation.

AFTER OFFICE HOURS

Founder

- Running a successful community for senior product designers, providing resources, support and networking opportunities for professional in the field. 6000+ active members, 70+ events online and IRL.

FLUTTER ABU DHABI AND DUBAI

Co organiser

- Managing the community for Google flutter Abu Dhabi and Dubai, creating design assets, organising events, IRL meetups and workshop sessions.

EDUCATION

MAGADH UNIVERSITY – Patna, Bihar

B.Sc (Botany), Scholarship Holder

SKILLS AND TOOLS

AI first Product Design: AI native UX, Generative AI UX, Prompt design, Prompt engineering, AI assisted prototyping

Tools: Figma, Webflow, Rive, Adobe CC, Claude Code, Cursor, Midjourney, Github, Jira, Miro, Lovable

Languages: English, Hindi

LINKS

Portfolio: poojasinha.com

LinkedIn: linkedin.com/in/poojasinhaa

Figma: figma.com/@poojasinhaa

Dribbble: dribbble.com/poojasinhaa