

Aman Sindal

Product & Experience Designer

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Summary

Product Designer with 4+ years of experience building and scaling consumer, healthcare and SaaS products. Experienced across 0→1 product design, research, interaction design and design systems. Currently designing digital experiences within Amar Ujala's 3M+ user ecosystem.

Experience

Product Designer

11/2024 – Present | Noida, Uttar Pradesh

Amar Ujala

- Own product design across Amar Ujala and MyJyotish, spanning product strategy, UX direction and delivery across cross-functional teams.
- Redesigned city discovery and navigation across Amar Ujala's 3M+ user ecosystem, simplifying state-city hierarchies and increasing city-content discovery by 39%.
- Took MyJyotish from 0→1, defining product architecture and core journeys across astrology consultations, Pooja, Healing and personalised content experiences.
- Mentor junior designers and collaborate across Product, Engineering and QA to move initiatives from definition to release.

Product Designer

04/2023 – 08/2024 | Jaipur, Rajasthan

Vigorus Healthtech Pvt. Ltd. (Chikitsa)

- Designed a 0→1 AI- and blockchain-powered EHR platform for doctors and hospitals transitioning from fragmented workflows to digital clinical operations.
- Mapped clinical workflows with medical professionals to identify operational friction and translate complex healthcare processes into intuitive product experiences.
- Improved product confidence through iterative research, prototyping and usability testing with healthcare stakeholders.
- Contributed to a HealthTech product recognised by EY and the National Health Authority for innovation.

UX Designer

12/2022 – 04/2023 | Jaipur, Rajasthan

Testwin

- Owned end-to-end product design for two apps, Testwin (EdTech) and Umla (dating & networking), spanning research, ideation, validation, and testing.
- Designed a collaborative dashboard with integrated CMS and user data management, enabling data-driven decisions across teams.
- Applied real-world product thinking to validate ideas early, reducing design iterations and improving build confidence.
- Designed the investor pitch deck used during the company's ₹60L funding round.

UI/UX Designer (Freelance)

12/2019 – 11/2021 | Bhopal, Madhya Pradesh

Orzel Infotech

- Delivered UX/UI for B2C websites and apps using Figma, increasing client conversion rates.

Education

Bachelor of Communication Design

2018 – 2022

Kingston University

Diploma in Mechanical Engineering

2014 – 2018

Ganpat University

Skills

Design Systems & Accessibility/WCAG
Interaction & Visual Design
Wireframing & Prototyping
Product Thinking & Strategy
Agile collaboration
Behavioral Analytics & Data-Driven Design

AI-Assisted Design Workflows
User Research & Usability Testing
Information Architecture
Experimentation & Behavioral Design
Design Critique & Mentorship
Zero-to-One Product Design

Analytics & Research Tools:

GA4 | Microsoft Clarity | Mixpanel | Hotjar

Interests

Writing | Cooking | Emerging Technology | Travel & Culture

PROJECT & LEADERSHIP

Design Meetup Host

Conducted workshops on design thinking & ideation for the product design community.

2024

Founder, Kalakaars Club

Built and grew a community of 150+ product designers across India, creating spaces for peer learning, critique and collaboration.

Career Coordinator, MLSU

Mentored 20+ students in career development and industry placement.