

Shayla Prabhu Singh

Product Designer | Consumer & Enterprise Experiences • AI • Fintech • Healthcare

New York, NY | +1 914-987-8295 | shaylaprabhusingh@gmail.com | [shaylasingh.com](#) | [LinkedIn](#)

Product Designer with **5+ yrs of experience designing B2B and B2C products** across fintech, healthcare, and AI. Experienced in simplifying complex workflows through user-centered design, user research, and behavioral insights to improve completion, confidence, and product decision-making across end-to-end experiences.

EXPERIENCE

Product Designer, [Center for Digital Experiences](#)

New York, NY • Feb 2025 – May 2026

- **Center for Urban Research, CUNY** — Enabled 30% faster identification of at-risk populations by redesigning a complex geospatial mapping platform with **intuitive search, filtering, and planning workflows for Census 2030**, delivering an accessible interface that simplified nationwide outreach planning workflows.
- **WebMD** — Improved task success rate by 25% by leading user research, journey mapping, and usability testing to redesign **end-to-end employee wellness journeys, simplifying navigation** to create more intuitive user experiences.

Product Designer, [Subscribili Inc.](#)

New York, NY • Jun 2025 – Aug 2025

- Redesigned the Flex PulsePay **enterprise B2B fintech dashboard, improving task completion by 38%** by reducing friction across complex invoice tracking and generation workflows in close collaboration with engineering.
- Redesigned **onboarding experiences across partner websites serving 500+ DSO practices**, developing scalable UI patterns for Subscribili's design system that streamlined user journeys and improved conversion.

Founding Product Designer, [ERBuddy Inc.](#)

New York, NY • Sep 2022 – Aug 2024

- **Led end-to-end product design for a healthcare platform** helping seniors and caregivers confidently manage medication and care coordination, resulting in an 80% increase in medication adherence.
- Identified pediatric and oncology as viable market segments through user feedback and input from medical professionals, **expanding the product's roadmap beyond its original scope**.

Design Manager, [Maven Lifecare Technologies – Curer](#)

New Delhi, IN • Sep 2020 – Aug 2022

- Developed a design-led product strategy and investor-ready product narratives that clarified Curer's vision and value proposition, **contributing to \$500K in seed funding**.
- **Owned UX design for a nationwide remote patient monitoring system**, building workflows for seamless patient-clinician matching during peak pandemic demand.

SKILLS

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|----------------------|-----------------------------|---------------------------|-------------------------|
| • Systems Thinking | • Product Thinking | • User-Centered Design | • Interaction Design |
| • Design Systems | • Information Architecture | • User Research | • Usability Testing |
| • Product Strategy | • Accessibility (WCAG) | • Figma, Miro, Cursor | • HTML, CSS, Python |
| • Prompt Engineering | • Wireframing & Prototyping | • AI-Assisted Prototyping | • Tableau, Jira, Notion |

EDUCATION

Pratt Institute, New York, NY — Masters, **MS, Information Experience Design**
Srishti Manipal Institute of Art, Design and Technology —Bachelors, **BDes, Public Space Design**