Shayla Prabhu Singh

Product Designer | Consumer & Enterprise UX · Fintech · Healthcare · AI

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Product Designer with **5+ years of experience building enterprise B2B and consumer products across fintech, healthcare, and AI**. Experienced in leading complex products from research and strategy through design and delivery, with a focus on usability, accessibility, and scalable design systems. Work includes reducing financial workflow completion time by 38% and designing data platforms that support faster, more informed decisions.

EXPERIENCE

Product Designer, Center for Digital Experiences

New York, NY · Feb 2025 – May 2026

- **CUNY** — Enabled **30% faster identification** of at-risk populations by designing a data-intensive mapping platform for the **2030 U.S. Census**, translating datasets into intuitive navigation, interactive filters, and decision-making workflows.
- **WebMD** — Conducted moderated usability testing using PanelFox and mapped user journeys to identify navigation barriers, improve information architecture, and simplify wellness workflows, **increasing task success by 25%.**

Product Designer, Subscribili Inc.

New York, NY · Jun 2025 – Aug 2025

- **PulsePay:** Redesigned a **B2B fintech dashboard, reducing invoice workflow completion time by 38%** through improved information architecture, accessible interaction patterns, and streamlined invoice tracking and generation.
- **Partner Onboarding: Increased sign-ups by 14%** through streamlined onboarding flows, high-fidelity prototypes, and reusable design system components for a platform **serving 500+ dental practices**.

Founding Product Designer, ERBuddy Inc.

New York, NY · Sep 2022 – Aug 2024

- **Improved medication adherence by 80%** by leading **0→1 product design** for an accessible medication management platform for seniors and caregivers, leading user research, interaction design, prototyping, and launch.
- Identified and validated new opportunities in pediatric and oncology care through user research and collaboration with healthcare stakeholders, **expanding the product roadmap beyond its original scope.**

Design Manager, Maven Lifecare Technologies – Curer

New Delhi, IN · Sep 2020 – Aug 2022

- **Led product and marketing design** for Curer, creating landing pages, digital campaigns, and investor presentations that communicated the platform's value proposition and **contributed to $500K in seed funding.**
- **Owned UX design for a nationwide remote patient monitoring platform**, simplifying patient-clinician matching and communication workflows while balancing operational needs and technical constraints.

SKILLS

- Product Strategy
- Information Architecture
- Complex Workflow Design
- Usability Testing
- Accessibility (WCAG 2.1)
- Interaction Design
- End-to-End Product Design
- User Journey Mapping
- User Research & Data Analysis
- AI-Assisted Design & Prototyping
- User Flows & Wireframing
- Enterprise SaaS & B2B UX
- Figma, FigJam, Claude, Cursor
- Design Systems & Components
- Web & Mobile Experience Design
- Cross-Functional Collaboration

EDUCATION

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