Shayla Prabhu Singh

Product Designer | Tech Startup Experience

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Product Designer with **4+ years of experience shipping B2B and B2C products across healthcare, fintech, and early-stage startups**. Skilled in product thinking, UX design, user research, AI-assisted workflows, and data-driven decision-making. Strong collaborator with engineering and product teams, with a focus on accessibility-first design.

EXPERIENCE

Product Design Consultant, Center for Digital Experiences

New York, NY · Feb 2025 – Present

- **Center for Urban Research, CUNY** — Improved data interpretation and enabled **30% faster identification of at-risk populations** by redesigning CUNY's Hard-to-Count mapping platform for Census 2030, simplifying unstructured census data workflows and delivering an accessible interface for nationwide outreach planning.
- **WebMD — Improved task success rate by 25%** by leading usability testing and redesign of WebMD's employee wellness platform, identifying navigation barriers and restructuring information architecture to reduce user friction.

Product Designer, Subscribili Inc.

New York, NY · Jun 2025 – Aug 2025

- Redesigned onboarding flows across partner websites **serving 500+ DSO practices** by building scalable UI systems and streamlining key conversion steps.
- **Reduced task completion friction by 38%** in invoice tracking and generation workflows by redesigning the Flex PulsePay B2B fintech dashboard, improving usability and accessibility through collaboration with engineering teams.

Founding Product Designer, ERBuddy Inc.

New York, NY · Sep 2022 – Aug 2024

- **Raised medication adherence by 80%** by leading end-to-end UX design for a healthcare app serving seniors and caregivers, using usability testing and iterative design to simplify medication tracking and care coordination.
- **Expanded product market opportunities into pediatric and oncology care segments by** identifying and validating new use cases through research to refine product-market fit.

Design Manager, Maven Lifecare Technologies – Curer

New Delhi, IN · Sep 2020 – Aug 2022

- **Contributed to securing $500K in seed funding** by developing a design-led product strategy and investor-ready product narratives that clarified the product vision and differentiated Curer's value proposition.
- **Owned UX design for a nationwide remote patient monitoring system**, rapidly building workflows that enabled seamless patient–clinician matching and communication during peak pandemic demand.

SKILLS

- Product Thinking
- User Research
- Product Strategy
- Contextual Inquiry
- Service Design
- Interaction Design
- Information Architecture
- Wireframing & Prototyping
- Design Systems
- Prompt Engineering
- Human-AI Interaction
- AI-Assisted Prototyping
- Figma, Miro
- Tableau, Jira, Notion
- HTML, CSS, Python
- Adobe Creative Cloud

EDUCATION

Pratt Institute, New York, NY — **MS, Information Experience Design**

Srishti Manipal Institute of Art, Design and Technology — **BDes, Public Space Design**