

Tripti Sinha

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SUMMARY

User Experience and Interaction Designer with 4+ years of experience crafting intuitive, scalable digital experiences across mobile, web, and AR/VR platforms. Proven track record in leading user-centered design projects, influencing product strategy, and collaborating cross-functionally to solve complex UX challenges at scale.

TECHNICAL SKILLS

- Tools & Software: Adobe XD, Figma, Sketch, Canva, Illustrator, Photoshop, InDesign, InVision, JIRA
- Design Skills: Wireframing, Prototyping, Information Architecture, User-Centered Design (UCD), Design Thinking, Design Systems, Interaction Design, Usability Testing, Persona Development, Journey Mapping, User Experience (UX) Design
- Other Technologies: Augmented Reality (AR), Virtual Reality (VR), AI-Driven Tools

WORK EXPERIENCE

User Experience/ User Interaction Designer | *Open English* | Remote (HQ, USA)

Mar. 2022 – Present

- Designed cross-platform B2C and B2B experiences (Android, iOS, Web) for Open English, impacting 2 million global users with intuitive, accessible interfaces, driven by extensive user research and behavioral analysis across diverse markets.
- Led UX for high-impact initiatives like hybrid learning model, owning end-to-end design solutions, from concept sketches to final product, increasing user satisfaction by 21% and 94% positive feedback from pilot users within 3 months of rollout.
- Integrated AI-driven features, such as adaptive content and conversational chatbots, along with redesigning onboarding across multiple products. Reduced drop-off rates by 17%, boosted app retention by 10%, and optimized user experiences.
- Collaborated with founder, developers (JIRA), and data teams (Google Analytics) to define requirements, align on technical constraints, communicate design rationale and strategic vision, directly influencing feature prioritization and development.
- Developed scalable design systems and reusable components, user flows, wireframes, and high-fidelity mockups for OpenEnglish, Enguru, Open Mundo, HRPortal, and Panama government dashboards for license tracking.
- Applied usability testing, heuristic analysis, and iterative refinement to uncover friction points and boost feature engagement by 13%, with insights synthesized and mapped in FigJam for team alignment.

Independent Consultant | *INTERIOXR* | Gurugram, India

Nov. 2021 – Feb. 2022

- Created 4+ AR/VR interfaces for a pilot project, including windshield map projections and 3D food menus. Prototyped and tested designs in Figma using the Free Environment Plugin.

Product Design Intern | *Sohum Innovation Lab* | Bengaluru, India

Oct. 2020 – Oct. 2021

- Built a seizure detection device for neonates with an EEG monitoring dashboard, enabling simultaneous viewing of aEEG and video EEG. Designed a modular system using atomic methodology, ensuring scalability and consistency for future use.
- Developed the device with 90% accuracy, focusing on usability and ergonomics through sketching, 3D renderings, mockups, and rapid prototyping, successfully identifying seizures in 150+ neonates.

Product Design Intern | *Betic Lab, IIT* | Mumbai, India

Feb. 2020 – Mar. 2020

- Redesigned ventilator UI/UX using Adobe XD, enhancing usability and reducing user errors by 7–10% through initial A/B testing and iterative design improvements.
- Conceptualized a modular camera integration for OT lights, enabling shared component usage and simplified assembly, resulting in a 15% reduction in production costs.

Product Design Intern | *Lumium Design* | Ahmedabad, India

May. 2019 – Jul. 2019

- Contributed to the design and ideation of Tokyo Keiki's ship controller and ADNOC's personalized office assistant packaging using Adobe Suite, helping elevate brand recognition by 15% through creative design and strategic aesthetic direction.
- Conducted user research and applied user-centric design principles to refine a wireless smart plug, partnering on CME, manufacturing, and 3D modeling to enhance its seamless integration into smart home environments.

EDUCATION

Bachelor of Design

Jun. 2021

National Institute of Design (NID)

ADDITIONAL INFORMATION

Awards: Innovation Challenge, CoVIDscape – Jury's Special Pick- *DIC, IIT Roorkee, India*

Jul. 2020

Certificates: AI Essentials for UX, *LinkedIn* (Jun 2024), Foundations of User Experience Design, *Google University* (Sep 2022)