

Rahul Raj Singh

Product Designer

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ABOUT

I design human-centred products that bring clarity to complexity, grounded in behaviour, business goals, and service contexts. I navigate wicked problems with a strategic lens, aligning stakeholder needs with product intent to craft meaningful, creative, and impactful experiences.

EDUCATION

Master of Design, Strategic Design Management (focus) Ongoing
Indian Institute of Technology, Kanpur | *CPI 9.63*

Bachelor of Design, Interaction Design Jul 2019–Jul 2023
Delhi Technological University, Delhi | *CGPA 9.06*

CERTIFICATIONS

Emotional Design | Interaction Design Foundation [Certificate](#)
UI/UX Design Specialization | CalArts, Coursera [Certificate](#)

EXPERIENCE

User Experience Intern, HDFC Bank
Noida, Uttar Pradesh May 2025–Aug 2025

Designed key UX journeys for HDFC Bank's upcoming Money360 app, a smart personal finance tool powered by the AA framework. Translated user research into AI-driven flows for budgeting, spend rebalancing, and RM support.

User Experience Intern, Jubilant FoodWorks Limited
Gurugram, Haryana Jan 2023–Jul 2023

Led digital transformation for Domino's dining experience, designing an intuitive user interface. Conducted user research on dine-in patterns at Domino's and other QSRs. Contributed to establishing an in-house user research lab during my internship.

User Experience Intern, Bajaj Finserv Health
Pune, Maharashtra May 2022–Aug 2022

Translated business needs for GSK and National Health Authority, integrating ABHA ID and designing UI/UX for GSK's vaccination plan. Reduced EMR input time, enhancing clinic efficiency and patient care.

ACADEMIC ENGAGEMENTS

Millet: The Grain of Future India (Maps & Exhibits) Sept 2025
Published in Proceedings of Relating Systems Thinking and Design (RSD14), Systemic Design Association, 2025 [View Paper](#)

PROJECTS

HDFC Bank: Money360

User Interface | Product Design | Industry Project

Designed key UX concepts for HDFC Bank's upcoming Money360 app, an AI-enabled personal finance application...[view more](#)

Hackathon by Google APAC UX Education Team

Human Centred Design | Google-Mentored | Self Project

Designed an AI-powered system improving fairness and efficiency in ration delivery at grassroots Anganwadi centers...[view more](#)

Millet: The Grain of Future India

HCD for Systems and Strategy | Course Project

A human-centered systems project exploring systemic shifts to revive millet adoption, access, and awareness in India, selected to be showcased in the NPTEL Swayam Prabha Lecture Series on human-centred systems design...[view more](#)

Domino's Pizza: Next-Gen Dining

User Experience | UX Research | Industry Project

Designed dine-in features for Domino's mobile app, streamlining end-to-end CX and supporting the 'Domino's Diner' concept...[view more](#)

SKILLS

Interaction Design
User Research
Prototyping
Usability Testing
Typography
Human Factors
Systems Thinking
Visual Design

TOOLS

Adobe Creative Suite
Figma
Miro
Maze
Jira
Unity and C#
Fusion 360
HTML and CSS

POSITION OF RESPONSIBILITY

Teaching Assistant Aug 2025–Present

AI/ML for Designers

Indian Institute of Technology, Kanpur

Student Representative Aug 2024–Present

Departmental Postgraduate Committee

Indian Institute of Technology, Kanpur