Bijnesh Kumar Singh

Principal Product Designer | UI/UX | AI Products

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Portfolio: bijnesh.com | behance.net/bijnesh | Live demo: claimease.bijnesh.com

PROFESSIONAL SUMMARY

Principal Product Designer with 10+ years in UI/UX across AI SaaS, fintech, media and e-commerce. Makes AI products clear and trustworthy, with approval, status and error flows that keep users in control. Designs, builds and ships working prototypes with Claude, Figma and GitHub.

SKILLS

Expertise: AI product design, Human-in-the-loop UX, AI-assisted design workflows, Prompt-driven prototyping, UX strategy, Information architecture, Design systems and design tokens, UX audits, Usability testing and analytics, Version control (GitHub), Continuous deployment (Cloudflare)

Tools: Figma, FigJam, Claude (Figma MCP), ChatGPT, Google Stitch, Lovable, Replit, GitHub, Cloudflare, Adobe CC

SELECTED PROJECT

ClaimEase – AI health-claim app, self-initiated (claimease.bijnesh.com) Nov 2026

- Helps Indian families file a health claim right first time. Problem to live prototype in 4 days: IRDAI desk research, competitor audit, flows, 42 Android screens and an iOS adaptation.
- Designed an AI document check people can see into and correct: plain-word confidence, editable results, and a person at the insurer always making the decision.
- Built a token-based Figma design system (Light and Dark, 29 components, 129 variants) and shipped a working prototype by directing an AI coding assistant.

EXPERIENCE

Principal Product UI Designer, BuzzBoard, Inc Mar 2020 – Oct 2026

Worked on Zylo5 (zylo5.com), an agentic AI-powered marketing platform that helps SMBs run social, ads, email, SEO and reviews with AI. Also worked on Ignite, an AI sales platform that helps marketing service providers find SMB prospects and generate outreach.

- Standardized approval, status, loading and error flows so small-business owners can review and approve AI-generated work and stay in control.
- Ran UX and brand-compliance reviews with product and engineering; designed the zylo5.com website.
- Used usability testing and product analytics to find where users struggled with AI workflows.

UI/UX Designer, Assistant Manager, Karvy Next Limited Nov 2017 – Mar 2020

Turned user behaviour and requirements into flows, wireframes and prototypes for fintech websites and apps, working closely with developers.

UI/Visual Design Consultant, The Economic Times 2017

Designed microsites, campaigns and app UI screens for The Economic Times and ET Money.

Lead UI Designer, TechnoXom Pvt. Ltd. 2016 – 2017

Owned design end to end, from research and task flows to prototypes and final UI.

Earlier Experience

Web and graphic design at Fashion And You India and Great Web Solutions (Indiabulls, Amrapali Group).

Personal Portfolio (bijnesh.com): built with Claude; auto-deploys from GitHub via Cloudflare.

CERTIFICATIONS

Vibe Coding 101 with Replit (DeepLearning.AI) · AI For Everyone (Coursera) · Enhancing UX Workflow with AI (Uxcel) · Introduction to Generative AI (Google Cloud) · UX Management: Strategy and Tactics (IxDF)

EDUCATION

Diploma, Multimedia and Web Design, Oxford Software Institute, New Delhi
B.Sc. (Zoology), Magadh University · **Languages:** English, Hindi