

DEVENDRA SINGH

LEAD PRODUCT DESIGNER | FOUNDING DESIGNER

AI PRODUCTS | CONSUMER APPS | INTERNAL TOOLS | DESIGN SYSTEMS

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PROFESSIONAL SUMMARY

Lead product designer with 9+ years of experience, including a long founding-design tenure at Pocket FM. Turns ambiguous product, user, and operational problems into clear, scalable experiences across consumer apps, AI-assisted workflows, creator tools, and internal platforms. Strong in product thinking, UX/UI craft, interaction design, motion systems, and code-assisted prototyping.

CORE EXPERTISE

PRODUCT Product strategy, UX design, UI design, information architecture, user flows, prototyping, user research, usability testing

SYSTEMS Design systems, internal tools, operational UX, workflow automation, dashboards, review flows, assignment systems, design QA

SPECIALTIES AI product design, consumer mobile, creator and content tools, interaction design, motion systems, growth and retention

PROFESSIONAL EXPERIENCE

Lead Product Designer / Founding Product Designer | Pocket FM

Bengaluru | Feb 2019 - Present

- Joined as the third employee at seed stage and helped establish the product-design function as Pocket FM scaled across mobile, web, and TV.
- Built and evolved cross-platform design systems for Android, iOS, web, and TV, creating reusable patterns and clearer interaction behavior across teams.
- Designed complex internal products for marketing, content, finance, creators, and operations, including Amplify, a high-volume social publishing tool for upload, review, scheduling, assignment, distribution, and workload visibility.
- Contributed to Pocket CoPilot, an AI-assisted writing product for UGC creators, shaping story planning, scene editing, dialogue, continuity, review, and human-control workflows; also designed voice-over production flows from script to audio and video.
- Designed consumer experiences across mobile and web, addressing retention and monetization through subscription journeys, pay-per-view (PPV) purchase modals, discovery, and consumption; also contributed to UGC products including Pocket Novel, Studio, and Writer's Dashboard.
- Operated as the solo product designer during Pocket FM's early stage, partnering with 10+ product managers and cross-functional engineering, growth, content, and leadership teams; later mentored designers and helped scale design practice.

Product Designer, Creative Solutions | Camera Craft

Mumbai | Jul 2017 - Feb 2019

- Created brand-aligned web, graphic, and motion design for client campaigns, translating stakeholder feedback into clearer digital experiences.

Founder & Lead Designer | Bright Pixel Design Studio

Rohtak | Jan 2016 - Jul 2017

- Co-founded the studio and delivered 20+ websites for schools, colleges, and restaurants; led discovery, design, stakeholder communication, and launch.

EDUCATION

Bachelor of Technology in Computer Science Engineering | Maharshi Dayanand University, Rohtak | 2013 - 2017

TOOLS & TECHNICAL FLUENCY

DESIGN Figma, FigJam, Framer, After Effects, Rive, Lottie, Illustrator, Photoshop

AI ChatGPT, Codex, Claude Code, Cursor, ComfyUI, Stable Diffusion, Flux

WORKING FAMILIARITY Next.js, Tailwind CSS, ShadCN UI, GitHub, Vercel; code-assisted prototyping and component-based collaboration