

# Apoorva Singal

**Senior UX Designer** with experience spanning Financial Services, Voice AI and Automotive. I design in global, cross-functional teams for 100,000+ users.

## Work Experience

### Senior UX Designer / JPMorgan Chase

Dec 2024 to present, Bangalore, India

- / Designed Operations Desktop Lite, a call-control console, central to the legacy-to-AWS migration, ~\$20M/yr savings, impacting 25,000 specialists across 30+ locations.
- / Led the design of Verified Chase Employee; verifying warm-transfer calls in seconds; 30,000+ users, ~5% AHT reduction.
- / Currently designing the end-to-end Apple Card support journey, from automated chat to live-specialist handoff.

### UX Lead / Jaguar Land Rover

Nov 2022 to Dec 2024, Gaydon, UK

Led the end-to-end UX for JLR's next generation in-car voice assistant "Hey Jaguar" / "Hey Land Rover", for the upcoming EV fleet.

- / Designed interactions that nudge drivers to use voice and reduce distraction.
- / Collaborated on research and live on-track testing; used findings to design a modern luxury multi-modal experience.

## Self-initiated Project

### Mothering / Android mobile app (early release)

2026, Self-directed

Built a gentle baby tracking and mothering app designed as a forgiving witness to early parenthood. I led it from concept to UI to early release, iterating and building it with a UX collaborator using AI-assisted coding (Claude Code).

## Earlier Experience

2015 to 2021

I was Creative Lead of a design team, running research and prototyping at T-Works, India's largest prototyping centre (initiatives reaching 15,000 people), and as an Architect for Populous designing the world's largest 110,000-seat cricket stadium.

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## Education

**Human-Computer Interaction, MSc**

2022, University of Nottingham, UK

**Young India Fellowship**

Ashoka University, New Delhi

**Bachelor of Architecture**

CEPT University, Ahmedabad

## Core Skills

**Design:** Product vision & strategy · Competitive benchmarking · Problem & scope definition · Interaction design · Wireframing & prototyping · High-fidelity UI · Design iteration · Research-informed design · Stakeholder storytelling & presentations · Specification & documentation · Design QA & refinement

**Prototyping:** Figma interactive prototypes · Walkthrough & motion videos · Functional HTML prototypes via AI-assisted (vibe) coding

**Research:** Survey design · User interviews · Usability testing · A/B testing & experimentation · Field & contextual testing · Post-release adoption research · Data collection & analysis (with research partners) · Affinity mapping · Thematic analysis

**Collaboration:** Facilitating stakeholder workshops · Building partnerships to align on product vision · Giving and requesting design critique · Supporting engineering through delivery