Apoorva Singal

I am a results-driven UX designer with expertise in **Human-Computer Interaction (HCI)** and a proven track record of leading and delivering experiences in global and cross-functional teams. I specialise in crafting UX for Voice, human-AI interactions, VR, Desktop, and Mobile apps. I am actively seeking UX roles in India.

WORK EXPERIENCE

UX Lead – Jaguar Land Rover (JLR)

November 2022 to Present, Gaydon, UK

At JLR, I define the UX for the next-generation native voice assistant used by 250,000 users across JLR vehicles. I work within an agile system and lead the design while collaborating with multiple stakeholders to ensure a seamless user experience. My responsibilities include:

- o Designing for voice visual feedback for different dialogue states like processing, listening, capturing
- o Supporting stakeholders to design voice experiences for the Chinese market and the Rest of the World
- o UX Design to promote the use of voice to reduce driver distraction.
- o Defining multi-modal interactions.
- o Conducting Design workshops.
- o Developing a product UX roadmap.
- o Planning and conducting UX research and A/B testing for in-car Voice experiences.

Creative Lead – T Works, India's Largest Prototyping Centre

November 2018 to September 2021, Hyderabad, India

As a Creative Lead at T Works, India's Largest Prototyping Centre, I led a team of designers conducting user research, ideation, prototyping using in-house digital fabrication equipment, and testing. I also managed stakeholders across engineering, fabrication partners, and the maker community towards product design alignment and community engagement projects reaching 15,000 people.

Architect – Populous

November 2015 to January 2018, New Delhi, India

As an architect at Populous, I worked on the design, architecture, and interior spaces of the Pavilion structure and other amenities at the 110,000-seater Gujarat Cricket Stadium, the largest cricket stadium in the world. This experience allowed me to work on a project of significant scale, complexity, and importance.

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LinkedIn

EDUCATION

Human-Computer Interaction, MSc
2022, University of Nottingham, UK
Worked on a range of projects not limited to UX Design sprints, Human-AI Interaction, Mixed Reality, UX for Games and Data collection methods and analysis

Young India Fellowship
Ashoka University, New Delhi

Bachelor of Architecture
CEPT University, Ahmedabad

CORE SKILLS

Product Design
User Experience
User Interface
Voice User Interface
Data Collection Methods
Wireframing
Rapid Prototyping
Statistical Analysis
Qualitative Research
Creative Coding
Spatial Design
Design Management
3D Visualization
Requirement Gathering
Stakeholder Management

TOOLS AND TECHNOLOGY

Figma, Adobe XD, Adobe Suite, Jira, Unity, Voiceflow, AutoCAD, Rhino, Cinema 4D, Processing, SPSS, Python

CERTIFICATION

Google UX Design, Coursera

LANGUAGES

English and Hindi