Tanya Singh

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EXPERIENCE

Frogslayer \ UX Designer \ West Lafayette, IN 08/2025 – 12/2025

(Software consultancy that designs and builds custom digital products for businesses.)

- Designed and refined entertainment kiosk flows for arcades, focusing on navigation, checkout, and on-screen guidance.
- Ran three rounds of usability testing with 20+ participants, observing how people used interactive prototypes on a full-size touchscreen in a simulated kiosk.
- Addressed seven usability issues found in testing, contributing to an estimated 28% reduction in queue times, and built a reusable Figma component library for consistency.

Toss the Coin \ UX Content Designer \ Chennai, India 03/2023 – 04/2024

(Marketing and creative agency focused on branding, content, and digital experiences, mainly for tech companies.)

- Created 300+ web, campaign, and brand assets for four global clients, including Sony TV and Temenos.
- Reworked content and structure of a retail tech client's candidate onboarding, contributing to an 80%+ lift in funnel conversions.
- Developed site maps, wireframes, and interface copy that made complex information easier to understand and navigate.

Anko GCC \ Content Designer \ Bangalore, India 08/2022 – 03/2023

(Global capability centre for Kmart and Target Australia, supporting retail operations, technology, and innovation.)

- Partnered with leadership and vendors on the KAS Services-to-Anko rebrand, adapting the new identity across digital platforms and communications.
- Built 35+ reusable content templates and formats, cutting repetitive work and keeping messaging consistent across channels.
- Wrote interface copy for retail product and catalog experiences, including form labels and error messages that clarify navigation and error recovery.

PROJECTS

KeelWorks \ UX Designer \ Remote 06/2026 – Present

(Nonprofit helping people build practical and professional skills through learning programs and hands-on experience.)

- Designing Teamspace, a web platform for learners and facilitators, turning early product requirements into user flows, wireframes, and prototypes.
- Creating accessible UI patterns and documentation that help developers assess feasibility and move features into development.
- Defining requirements and prioritizing features with project leads to give the platform a clearer direction.

Sift \ Product Designer & UX Researcher \ Graduate capstone 02/2026 – 05/2026

(Chrome extension that adds a moment of reflection before online purchases.)

- Explored three approaches to intentional shopping, testing early concepts with 70 shoppers to see how different prompts shaped purchase decisions.
- Refined the timing and presentation of reflection prompts based on research findings.
- Built the extension with Figma and Claude Code, including reusable components and accessible interaction states.

EDUCATION

Purdue University \ M.S. Human-Computer Interaction \ West Lafayette, IN May 2026

- Graduate Teaching Assistant for UX Studios I, II, and III

Mount Carmel College \ B.A. Psychology & Communication Studies \ Bangalore, India July 2022

- Social Media Co-Lead for the Media Communication Club

SKILLS

Design Product Design, Interaction Design, UX Research, Usability Testing, Wireframing, Prototyping, Design Systems, UX Writing, Content Strategy, Accessibility, AI-Integrated Design

Tools Figma, Maze, OpenProject, Miro, Framer, Claude Code, Cursor, Adobe Creative Suite, HTML, CSS, JavaScript, Jitter, Contentful, GitHub