

SUYASH SINGH

Product Designer · UI/UX Designer · AI-Native Consumer Products

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SUMMARY

Product designer working end to end on AI-native consumer apps, from research and problem framing through information architecture, full UI, prototyping and developer handoff. Twelve months on the founding team of an AI fashion product taken from zero to one and grown to roughly 3,000 users, plus a solo contract build of three connected product surfaces. Comfortable owning the funnel the product feeds, across onboarding, activation and retention. Built alongside a Bachelor of Design, completed July 2026.

EXPERIENCE

Product Designer — Product & Growth | GoStylist

Apr 2026 – Present · Gurugram

AI-native fashion app for Indian women, in MVP development and testing, built with stylists Ishita Saluja and Varun Dhar.

- Designing the app end to end from scratch: problem framing, competitor teardown, feature mapping, information architecture, full UI and every user flow.
- Built the personalisation engine behind the app's recommendations, defining input weights, scoring logic and blend rules, and rewrote it twice after testing contradicted the original model.
- Wrote seven developer handover specifications covering the data model, API surface, integration map and build order.
- Designed and ran the MVP testing programme across an expert panel and a test user cohort, structuring research so styling-quality and usability signals stayed on separate scoreboards.
- Designed and shipped the marketing site in Next.js, while leading brand positioning and content direction ahead of launch.

Product Designer (Contract) | Break It Through

Jul – Aug 2026 · Client project

- Identified a revenue-critical supply-side surface missing from the client brief and designed it into scope, ensuring the marketplace's core supply flow was complete.
- Defined the product from a client pitch deck as the product designer on the contract: research, target audience, feature architecture, information architecture, product rules, business model logic and pricing structure.
- Delivered three connected surfaces in a two-week contract — mobile app (89), responsive web app (89) and admin plus specialist consoles (147) — totalling 325 Figma frames including component states, variants and overlays.
- Set the design language end to end: brand direction, colour and typography, a 12-rule mobile-to-desktop conversion system and a semantic token set across light and dark modes.

Product Designer — Founding Team, Product & Growth | MyMirro

Mar 2025 – Mar 2026 · Bengaluru

AI-native fashion product designed to reduce decision fatigue around getting dressed.

- Designed and helped take MyMirro from 0 to 1, owning core product experiences across onboarding, outfit recommendations, AI stylist chat, virtual try-on, Style Check and shopping.
- Led research into wardrobe behaviour and decision fatigue, translating user insights into MVP priorities, feature direction and the structure of the core product experience.
- Helped grow the product to roughly 3,000 users within around two months of launch, then analysed early drop-off and rebuilt onboarding and activation flows to improve repeat usage.
- Owned the product-growth loop beyond the screens, working across activation, retention, organic distribution and paid acquisition to understand how users moved from discovery into the product.

UI/UX Designer, Intern | Helli Moulds

Dec 2024 – Feb 2025 · Mumbai

- Redesigned the corporate website across five manufacturing divisions, restructuring navigation and content hierarchy for a technical B2B audience.

Co-Founder | Godcraft

Mar 2024 – Jan 2025 · Pune

- Co-founded a creative studio delivering content, advertising and brand strategy for 30+ startups, brands and creators. Led outreach, pitching, scoping, pricing and closures.

PROJECTS

- **Inspector** — AI agent that audits other AI agents. Designed the evaluation framework: a 17-dimension rubric, an evidence ledger and a scored report that turns opaque agent behaviour into a prioritised fix list. Reads a target agent's real configuration, live-tests it, and diffs the database before and after each test to catch agents claiming work they never performed. Deployed.
- **Fit Check** — WhatsApp AI agent that reviews an outfit photo and returns what works, what does not, and how to elevate it.

SKILLS

Product: User research, problem framing, feature mapping, information architecture, user flows, wireframing, MVP scoping, product strategy, developer handoff, product iteration

Design: End-to-end product design, UI design, UX design, interaction design, prototyping, design systems and tokens, responsive and multi-surface design, mobile and web app design

AI Product: AI-native product design, AI agent design, conversational and prompt design, personalisation and recommendation logic, evaluation and rubric design

Growth: Onboarding and activation, retention, funnel and drop-off analysis, Meta Ads

Tools: Figma, Notion, Next.js, Claude, Lovable, Meta Ads Manager

EDUCATION

Bachelor of Design, Specialisation in UI/UX | DY Patil International University, Pune · Jul 2026 · SGPA 8.9/10