ARINDMA SINGH London, UK

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Summary

Product and UX/UI Designer specialising in **AI-powered** consumer products and regulated health-tech platforms. At Foodhak, redesigned and shipped a **personalised AI nutrition app** (**150K+** global downloads) used across five markets. Designed interaction patterns for AI uncertainty, latency, errors, fallback recommendations and user confirmation, using clear UX copy and interface states to support user trust and control. Also served as the sole designer taking a two-sided **Software as a Medical Device** (SaMD) post-surgery recovery platform from zero to a testable patient app and clinician dashboard. Work spans user experience, research, user flows, design systems, prototyping and high-fidelity UI

Experience

Foodhak, UX/UI Designer
JUL 2024 - PRESENT
LONDON

Foodhak (D2C AI Nutrition App)

- Redesigned and shipped a personalised AI nutrition app (**150K+** downloads, **~37K** MAU, **5** markets), unifying five siloed tools (assistant, logging, scanner, recipes, tracking) into one coherent experience.
- Reframed the app around its intelligence, 'Faye', the personalised nutrition coach that became the spine of the product, turning health data, goals and wearable signals into RAG-grounded daily recommendations.
- Designed error states and recovery flows that kept users informed about latency and protected their logs, while shaping AI copy to support trust and make recommendations feel appropriately qualified rather than overly certain.
- Designed a logging-to-unlock engagement loop to drive daily retention and feed the AI more context; returning users rose from **~37%** to **~50%.**
- Owned the freemium and monetisation strategy, benchmarked the subscription market, defined a principled free-vs-paid model and pitched it to stakeholders (greenlit to build).

Post-surgery recovery platform (clinical trial, Software as a Medical Device)

- Sole designer, zero to testable product, on a two-sided clinical platform: a patient app and clinician dashboard, for 90-day post-surgical recovery.
- Translated medical-device regulatory limits into design rules that defined what the product could surface to patients and clinicians.
- Designed adherence logging for anxious, clinically directed patients.

The Shaka, Lead Design Consultant
SEP 2022 - JAN 2024
INDIA (REMOTE)

- Designed a **20**-panel menu for the restaurant, leading to an **18%** boost in orders.
- Built digital marketing campaigns through a micro-influencer strategy, acquiring **500+** new customers in **~2** months.
- Led end-to-end visual design and content strategy, leading to 100% higher median app orders.

The Open Slate, Head of Design
FEB 2021 - DEC 2021
INDIA

- Led graphic design and creative strategy for 12 brands and implemented 10 impactful brand events and launch campaigns.

DDB Worldwide, Art Director
DEC 2019 - SEP 2020
INDIA

- Developed end-to-end creative solutions for **7+** brands (branding, packaging, campaign visuals and video content).

BOX8, Brand Designer JAN 2019 - DEC 2019

INDIA

- Produced **15+** digital campaign assets for multiple food brands, including audio-visual content across website, social media, video assets and emailers, leading to a **22%** above-average CTR.

Education

Loughborough University London, MSc Digital Marketing

SEP 2022 - SEP 2023 | LONDON

Dissertation: Designing Tomorrow: Future of Graphic Design with Generative AI (**81%**; Distinction).
Modules: Market Analysis (**82%**), Consumer Engagement (**85%**), Digital Design Practices (**80%**).

NIFT, Bachelor of Design (Graphic Design Major)

2015 - 2019 | INDIA

Graduation Project: BOX8 **App UI** and **360**° Marketing (SGPA **8.96**)

Ironhack, UX/UI Design Bootcamp

JAN 2025 - JUL 2025 | SPAIN (REMOTE)

Awarded Best Presenter

Skills

UX & RESEARCH

User Research, Usability Testing, Qualitative Coding, Interaction Design, Information Architecture, Wireframing, Prototyping, Design Systems, Prototyping, Design System Architecture, Information Architecture, Cross-Functional Collaboration

VISUAL DESIGN

Visual Identity, Typography, Art Direction, Illustration, Brand Design

SOFTWARE & TOOLS

Figma, FigJam, Adobe Creative Suite (Ai, Ps, Id, Ae) LLMs, Claude Design, Cursor AI