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I am thrilled to apply for the Experience Design Specialist Executive Director. My journey has been marked by a relentless pursuit of excellence in experience design, which align seamlessly with the requirements outlined in your job description.

Throughout my career, I've successfully managed and inspired teams, driving them towards realizing their maximum potential. I have a proven track record of steering large customer-facing and associate facing projects from inception to launch, collaborating closely with cross-functional teams to ensure success.

My expertise spans across various design disciplines, Designers, Engineers, Product Managers, Content Designers, Researchers, UX writers. I am well-versed in human-centered design methodologies, adept at rapid ideation processes, and comfortable navigating through evolving business priorities.

I thrive in environments that challenge conventional thinking and embrace collaboration. My proficiency with design tools such as Figma, Adobe suite, InVision, Sketch and front end engineering combined with my strong communication skills, allows me to effectively lead and inspire teams towards achieving results.

Furthermore, I have track-record in working effectively with scaled systems and very comfort in the level of learning and ambiguity needed to navigate fast-evolving fields like AI . Managed various multichannel project collaboration with various departments, like Engineering, Product Management and Research.

I am excited about the opportunity to bring my passion for design and leadership, and contribute to the success of your team. Thank you for considering my application. I look forward to the possibility of discussing how my skills and experiences can benefit your organization.

Sincerely,

Jitender Singh



# Jitender Singh

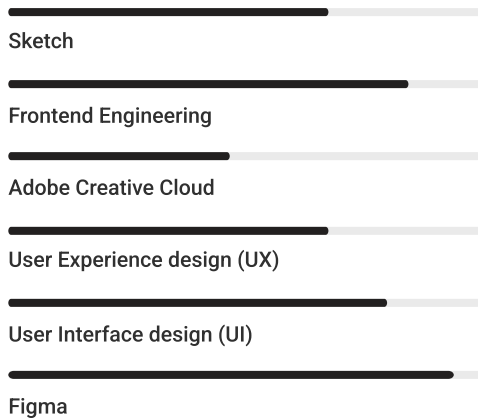
## About

Innovative senior tech manager with a proven track record of spearheading the UX /UI vision, strategy, implementation and culture change needed to create successful forward thinking customer and employee experiences. I thrive in highly complex and ambiguous environments creating North Star strategies for a portfolio of products and services. I leverage design thinking, user-centered design, interviews, journey maps, prototype, emerging technology, business strategy, data and system thinking to solve any business challenge.

## Education

Masters Information Technology

## Skills



## Work experience

**Bank of America** Nov 2016 - Present  
SVP, Senior Tech Manager

- Managed cross functional caliber team of experience designers and frontend developers focused on delivering elegant best-in-class experiences across multiple channels from concept to execution and implementation.
- Designed cross channel Northstar vision for desktop, leveraging AI-driven features and core AI capabilities of NLP solution Erica for real time voice to text detection, generating intents, agents actions, Summary and many guided workflows based on the client needs.
- Partnering with senior leaders on creative visioning of applications and translating that into tactical solutions and strategic roadmaps.
- Fostering strategic organizational development of talent for current and future needs, creating sustainability and nurturing a vibrant design culture.
- Positioning team to center of excellence, XD and UI lieutenants, and owning that accountability for an integrated, consistent UI throughout all our product experiences
- Driving consistent patterns across the enterprise through the adoption of frameworks, standards, and design system principles.
- Designed and developed In-house design system reusable UI component Library.
- Developed POC for modern Artificial Intelligence solutions using Erica / Digital IVR for virtual agents, visual predictive analytics, Natural Language processing demos for Senior Leadership.
- Hands on in wire frames, mock ups, and clickable prototypes using Figma/ sketch to visualize the layout and user flow.
- Ensured compliance with ADA accessibility standards, with a focus on inclusive design principles.
- Partnered with senior leaders , stakeholders, cross-functional teams to create improvements to AI-driven features and core AI capabilities
- Partnered with product teams who will leverage the patterns and concepts in their products to ship AI-powered features
- Lead multiple AI design projects from creation to execution and be responsible tying back to customer value delivery and outcomes
- Communicated design concepts / systems and plans persuasively across different audiences and varying levels of the organization

**Bank of America** Nov 2010- 2016  
VP, Frontend Engineering

- Developed the high traffic external facing websites and application using modern tools, technology and frameworks.
- End-to-end experience design (e.g. designing customer experiences outside of product use, including sales and marketing projects).
- Developed responsive native web applications for desktops and mobile end to end.
- Developed design standards towards the development of new code or reuse of existing code
- Drive innovation through rapid prototyping and iterative development
- Re-engineered the legacy Merrill Website to modern UI responsive
- Managed as a bridge between product partners, designers, and developers to drive engaging, creative, and productive conversations.

**Dell.Com** June 2006- 2008

Team Manager

- Responsible for the Dell.com worldwide site, designed, produced and updated graphics, banners, xml content, icons, HTML, Flash content, style guides and templates to facilitate consistent branding
- Managed and Developed XML content for Dell.com and Premier.
- Developed responsive redesigns for Dell.com worldwide site (85+ languages).
- Deployed universal assets and product templates for teams across the organization to use to launch websites.
- Organized and launched new product sites.
- Studied and optimized for downloads, upgrades, and daily use (20 million+ per month).
- Created storyboards, mock ups, and prototypes for UI designers.
- Developed the strategy and product roadmap for dell.com and campaign sites.
- Managed the roll-out of features and content for the dell.com.
- Partnered with metrics team and measured the impact, success, and failures of programs.
- Interpret web analytics and solicit feedback from users to provide solutions based on user needs.
- Developed Knowledge Management portal using share point and MOSS.
- Built product configuration prototype to capture and maintain complex configuration using XML
- Developed High end flash content from XML data files in multilingual
- Coordination with external agency for website Localization

**Oracle** Oct 2003- 2005

Senior Member Technical Staff

- Led and supported implementation of global training websites in order to expand Oracle's education business Managed international standards for Oracle University model, establishing coherence among organizations Focused on existing and future education initiatives to grow web-based and instructor-led training opportunities.
- Responsible for project development, traffic management, project management, Web design and development, content management, search engine marketing, e-commerce planning, permission-based e-mail marketing, Flash design and development, worldwide newsletter, print advertising and production, branding, trade show display design, product catalogs, flyers, promotional materials, copywriting, editing, scriptwriting, video production and interactive product demonstrations.
- Responsible for redesign and development of Oracle university Web site, interactive product tours, redesign and layout of Course catalog, designing marketing materials, corporate branding, creating and editing corporate newsletter distributed to the employees worldwide, Web content management, copywriting and print advertising.
- Responsible for content review, site rating, new product testing, software testing, site debugging and user interface testing.

## Certifications

- Certificate Course in Usability Testing (Human Factors International)
- Certificate Course in User Centered Analysis & Conceptual Design (Human Factors International)
- SAFe Agilist Certified
- Certification on Leadership development program.
- Certification on Dale Carnegie development program.