Samarth Singhal

a strategy-focused interaction designer, using design fundamentals
to solve business objectives and craft meaningful experiences.

www.samarthsinghal.com
samarth3692@gmail.com
(604) 441-3690

experience

Jul 2021- Present
Vancouver, BC

Senior UX Designer at **Amazon Web Services (AWS)**
- Leading the vision and development of a scalable, composite design pattern to represent, navigate, and search through complex hierarchical data. This pattern and component delivers a consistent, predictable, and unified account management experience for AWS designers and their respective service-level use cases and jobs to be done (1 to 100).
- Within AWS, I've spearheaded the standardization of UI widgets for the AppRegistry, supporting the S-team's (Amazon senior leadership) goal of launching an application-centric AWS console (0 to 1). This was a highly strategic, ambiguous, and complex problem space, involving the creation of a comprehensive UX strategy document with multiple work-streams. My work drove a significant increase in application growth, from 2% to 15% month-over-month, contributing over $300 million in annual indirect revenue.
- Annually, I conduct in-depth UX research sessions at re:Invent to gather rich, data-driven insights from our customers. These insights have been instrumental in identifying opportunities, addressing customer experience gaps, building and fostering strong partnerships and trust, and ultimately contributing to the product roadmap.

Aug 2019 - May 2021
Vancouver, BC

Senior UX Designer at **Unity** *(formerly Finger Food ATG)*
- As the Lead UX Designer for YVR's digital twin project, I got the opportunity to shape this project by designing early concepts, validating with the target audience, and leading it to the development phase. The tool increased overall confidence in resource planning and decision-making abilities, while reducing disruption analysis time by 17%.
- For SoftBank Robotics America, I designed an analytics dashboard for their autonomous vacuum sweepers. This work helped drive a 32% increase in platform adoption and user engagement scores.
- Working for an UX agency model, I facilitated hands-on workshops with clients to deeply understand their problems, identify strategic opportunities, and co-create custom solutions to drive our business impact.
- I also developed and delivered a comprehensive two-week training program to onboard four new UX designers, equipping them with the skills and best practices to be successful in their roles.

Mar 2018 - Jul 2019
Waterloo, ON

Design Technologist at **North Inc.** *(now Google)*
- Led UX ideation, design, and prototyping for contextual computing, AI, and interaction projects to rapidly validate ideas and derive user value.
- Directed Quick Compose project utilizing contextual signals to enable composing messages with minimal interactions, yielding 3+ patents.
- Strengthened research capabilities and culture of continuous learning from development efforts by showcasing the value of generative and evaluative user studies across teams.

Jul 2012 - Jun 2015

Senior Systems Engineer at **Infosys**

education

Master of Science in
Interactive Arts & Tech
Simon Fraser University
2015-2017 In Vancouver, BC

Bachelor of Technology in
Computer Science Eng.
Jaypee University
2008-2012 In India

skills

Information Architecture
Content Strategy
Design Systems
Data Visualization
User Interface Design
Prototyping
Mobile UX (iOS & Android)
Inclusive CX & Accessibility
Usability Testing
Quantitative Survey
Qualitative interviews
Focus groups
A/B Testing

tools

Figma
Sketch
Invision
FramerJS
Photoshop
Unity Editor

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patents

2023 — Systems, devices, and methods for assisting human-to-human interactions
US │ US11836980B2 │ Google LLC

2022 — Systems and methods for image data management
US │ US20220269896A1 │ Google LLC

2021 — Systems, devices, and methods for generating messages
US │ US11089147B2 │ Google LLC

publications

2018 — Time Turner: Designing for Reflection and Remembrance of Moments in the Home
2018 Proceedings of the ACM Computer Human Interaction (CHI) New York, NY, USA, ACM Press.
Singhal, S., Neustaedter, C., Odom, W., Bartram, L. & Heshmat, Y

2018 — From Being There to Watching: Shared and Dedicated Telepresence Robot Usage at Academic Conferences
2018 Transactions on Human Computer Interaction (TOCHI)
Neustaedter, C., Singhal, S., Pan, R., Heshmat, Y., Forghani, A., & Tang, J

2018 — Caller Needs and Reactions to 9-1-1 Video Calling for Emergencies
2018 Proceedings of the Conference on Designing Interactive Systems New York, NY, USA, ACM Press (DIS)
Singhal, S. & Neustaedter, C.

2017 — The Study and Design of Collaboration Tools for Flight Attendants
2018 Transactions on Human Computer Interaction (TOCHI)
Wong, S., Singhal, S. & Neustaedter, C

2017 — MyEyes: The Design and Evaluation of First Person View Video Streaming for Long-Distance Couples
2017 Proceedings of the ACM Symposium on Computer-Human Interaction in Play (CHI PLAY)
Shakeri, H., Singhal, S., Pan, R., Neustaedter, C. & Tang, A.

2017 — Flex-N-Feel: Emotive Gloves for Physical Touch Over Distance
2017 Proceedings of the Conference on Computer Supported Cooperative Work and Social Computing (CSCW)
Singhal, S., Neustaedter, C., Antle, A. & Matkin, B.

2012 — Augmented Chemistry: Interactive Education System
2012 International Journal of Computer Applications (IJCA)
Singhal, S., Bagga, S., Goyal, P., & Saxena, V.

community

2023 — Adobe Creative Cafe
A Portfolio review pop-up for the new generation of designers held in Vancouver with more than 100 designer.

2020 — Judge for Vancouver UX Awards
Evaluated over 50 projects from growing startups, freelance practitioners, agencies, local schools, and enterprises.

2015-2018 — Teaching Assistant at Simon Fraser University
Courses: Design Evaluation and Web Design and Development.

2017-2018 — Conference Volunteer at CSCW and CHI