

# Aditi Singh

Senior Product Designer, Highspot

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Product designer with 6+ years of experience in B2B SaaS. At Highspot, I design for our enablement and marketing personas to make sense of large volumes of data, helping them identify the actions most likely to accelerate revenue outcomes. Currently, I am designing the experience for a specialized AI agent that surfaces data-driven insights.

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## EXPERIENCE

### Senior UX Designer

2022 – Present

*Highspot, Canada (Remote)*

- Currently leading design for the Go-to-Market Agent, a specialized AI agent that surfaces data-driven insights across seller activity and revenue outcomes.
- Designed Initiatives from 0 to 1, a key competitive differentiator enabling sales leaders to track, measure, and act on seller activity data.
- Led end-to-end design for Highspot's analytics platform, owning information architecture, interaction patterns, and visual systems for dashboards and reports. Worked with 8+ feature crews across the company to deliver a consistent analytics experience to customers.
- Redesigned the core search experience to modernize the experience and provide capabilities that reduce time-to-content for sellers.
- Partnered with other designers to raise the quality bar and drive consistency across the product.

### UX Designer

Jan 2022 – Aug 2022

*Guidewire Software, Canada (Remote)*

- Led the design for single sign-on to unify and streamline the sign-in experience across all Guidewire products.
- Made quality-of-life improvements on Guidewire's Marketplace.

### UX Designer

Sept 2019 – Dec 2021

*Mitel, Ottawa, Canada*

- Led design for video conferencing across web, mobile, and meeting room surfaces, from discovery through delivery.
- Designed the device management console for support staff handling complex administrative workflows.

### Research Assistant

Sept 2015 – Apr 2017

*IIT Guwahati, India*

- Designed and conducted usability testing for zooming interactions on flexible display devices, contributing to 4 peer-reviewed HCI publications.

### Architect

May 2012 – Jun 2015

*Anagram Architects, New Delhi, India*

- Led concept design, technical drawing, and on-site coordination for 10+ projects, with work recognized in Architizer, Archdaily, and Designboom.

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## EDUCATION

### MASc, Human-Computer Interaction

2017 – 2019

*Carleton University, Canada*

### Bachelor of Architecture

2007 – 2011

*Birla Institute of Technology, India*

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## SKILLS

**Design & Research:** User research, Information architecture, Interaction design, Visual design, Prototyping, Usability testing, Accessibility, Design systems, Qualitative & quantitative analysis

**Tools:** Figma, Cursor, HTML/CSS

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## NOTABLES

- Published 6 research papers in peer-reviewed HCI conferences. [Google Scholar profile](#)
- 3rd place, 3-Minute Thesis competition, Carleton University. [Pitch video](#)
- Architecture work recognized in [Architizer](#), [Archdaily](#), and [Designboom](#).