

Gurliv Singh

Senior Product Designer

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 [LinkedIn](#)

 [Portfolio](#)

Senior Product Designer with a decade of experience creating intuitive, human-centered products, now specializing in AI-driven enterprise solutions. I focus on turning complex workflows into clear, efficient experiences that empower hybrid teams of people and AI to work seamlessly together.

EXPERIENCE

Wand AI — Senior Product Designer

March 2024 – Present | Palo Alto — San Diego, CA

Design enterprise tools that unite Humans and AI Agents into effective hybrid teams, with a focus on automation, collaboration, and continuous evolution.

Own end-to-end product design for agentic workflows — from discovery and to prototyping, usability testing, and design system contributions. Partner with Engineering, Product, and Security to ship intuitive, governed experiences that improve efficiency and accuracy at enterprise scale.

Able — Co-Founder & Product Designer

January 2018 – February 2024 | Menlo Park, CA & Chandigarh, India

Co-founded a design agency and led product and brand initiatives across AI, fintech, health, education, and sports. Selected clients: *Insider.in*, *Abra*, *DocsApp*, *Jupiter Bank*, *Limeroad*, *Juno*, *Chelsea FC*, *Kuku FM*, *Pinelabs*, *Velocity*, *Frolick*, *Indiagold*, *Mivi*, *Nintee*.

EMA // April 2023 - December 2023

Designed an AI generative chat-based enterprise app for a company founded by the former CTO of Coinbase, aimed at optimizing workflows and enhancing employee efficiency.

Jupiter Bank // August 2019 - May 2020

Led and executed the UI/UX design for the Jupiter mobile app, resulting in a milestone of 5M+ downloads on the Google App Store.

Uncommon — Senior Product Designer

August 2013 – January 2018 | Chandigarh, India

I joined **Uncommon** in Aug 2013 as a Product Designer and transitioned to a Senior role by Aug 2014. I worked on projects for clients including *Groupon Go*, *Myntra*, *Swiggy*, *Zoomcar*, *Yourstory*, *Dunzo*, *Workspan*, *VWO*, *Toppr*, *Zipdial*, *MySmartPrice*, *CleverTap*, *Sqrrl* and *Dailyhunt*.

Sqrrl // August 2017 - November 2017

Led the UI/UX design of the investment app, achieving recognition as the Best Investment App in 2018 on the Apple App Store (India).

Dunzo // July 2015 - February 2016

Led the transition from a WhatsApp-based service to a standalone app, becoming the first Indian startup to secure an investment from Google.

Groupon Go // March 2014 - May 2014

Led and designed the UI/UX enhancements for Nearbuy (formerly Groupon India), introducing personalized deals, clearer icons, and an efficient payment approach.

Mobikasa — iOS Developer Intern

January 2013 – May 2013 | New Delhi, India

Collaborated with a team to develop a chat application for a Startup based in Brazil.

PROJECT SKILLS

Design Thinking
Interaction Design
Agile Methodologies
Financial UX Strategy
Product Design
Product Strategy
Product Architecture
Accessibility Standards
Wireframing
UI Design
UX Design
User Research & Analytics
Cross-Platform Design
Information Architecture
Prototyping
Product Growth
Product Management
3D Design
Branding & Identity
Design System Development

SOFTWARE SKILLS

Figma
Sketch
Keynote
After Effects
Principle
Photoshop
Illustrator
Indesign
Blender
Xcode
HTML/CSS/JavaScript

EDUCATION

Panjab University

Bachelor of Engineering,
Computer Science
2008 — 2012

Gurliv Singh

Projects Portfolio (2013-2025)

A decade's journey in design, this portfolio presents a series of impactful projects across various industries, categorized for concise navigation.

Artificial Intelligence

Wand AI

Enterprise App
March 2024 - Present

Ema

Chat based web app
April 2023 - December 2023

Nintee

iOS, Android App & Marketing Website
May 2023 - August 2023

Education

Toppr

iOS, Android, Web App & Illustrations
December 2013 - July 2017

Entertainment

Kuku FM

iOS, Android App
June 2020 - August 2020

Insider.in

Interactive Online Game Show
March 2018 - August 2018

Finance

Sqrrl

iOS, Android & Web App
August 2017- November 2017

Juno

iOS, Android App & Marketing Website
November 2019 - June 2020

Jupiter Bank

iOS, Android App & Marketing Website
August 2019 - May 2020

AllTap by Pinelabs

iOS, Android App
July 2020 - August 2023

Plural by Pinelabs

Payment Gateway for Mobile & Web
January 2021 - April 2021

PluralXT by Pinelabs

Web Dashboard
June 2021 - August 2021

Velocity

iOS, Android & Web App
July 2020 - August 2023

Indiagold

Marketing Website & Web App
October 2021 - February 2022

Food & Drink

Frolick

iOS, Android App
May 2021 - July 2021

Swiggy

Web App
March 2015 - April 2015

Health & Fitness

MiviFit

Smartwatch UI/UX, iOS, Android App
May 2022 - December 2022

Fitpass

iOS, Android App
May 2017 - July 2017

Medical

MediBuddy (Prev DocsApp)

Android App
March 2019 - July 2019

News

Dailyhunt

iOS, Android App
February 2015 - December 2017

Yourstory

Website, iOS, Android App
June 2015 - October 2015

Shopping

Flash

Branding, iOS, Android App & Website
May 2022 - August 2023

Limeroad

iOS, Android App
July 2019 - November 2019

Dunzo

iOS, Android App & Website
December 2017 - November 2018
July 2015 - February 2016

Myntra

Website
Aug 2014 - December 2014

MySmartPrice

iOS, Android App & Website
Aug 2014 - December 2014

nearbuy (Prev Groupon Go)

iOS, Android App
March 2014 - May 2014

Sports

Chelsea Football Club

iOS, Android App UI/UX Research
March 2020 - May 2020

Technology

Abra

Marketing Website
October 2018 - December 2018

WorksSpan

Web App/Dashboard
July 2016 - June 2017

CleverTap

Marketing Website
January 2017 - March 2017

VWO

Dashboard, Website & Illustrations
July 2015 - January 2017
January 2014 - March 2014

Zipdial

Web App/Dashboard
October 2013 - November 2013

Miscellaneous

PyCon India 2014

Branding, Illustrations, Website
December 2013

Karnataka Learning Partnership

Website & Dashboard
August 2013 - October 2013