

# Amit Singh

## Lead Content Designer

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Bangalore, India



## DESIGN PROCESS

Double Diamond  
Human-Centered Design

## FOREWORD

"Amit is a talented writer who has great ideas and the can-do attitude needed to execute on them.

I've always loved the phrase "if you want something done, ask a busy person." This statement rings true for Amit.

He was the solo content lead on one of our busiest, fastest-paced teams at PayPal, and he managed his workload like a pro. If you're looking for a creative, skilled writer who will be a great partner and collaborator to their teams, you'll find this in Amit. I strongly recommend him."

Michelle Savage, UX Content Leadership at PayPal

## EXPERIENCE

### Lead Content Designer at Expedia

Jan 2022 - Present

- Design lead for the native app experience of Expedia's flagship FinTech offering, 'Price Drop Protection'
- Leading the post purchase experiences of insurance products such as emails, push, self-serve, claim filing, etc.
- Building scalable solutions to get content legally approved by AIG and Expedia
- Supporting a growing content design team in a 70+ person product organization, hiring, and scaling new ways of working
- Improved attach using Machine Learning (ML) and other experiments (T&Ls)

### Senior Content Designer at PayPal

Jun 2019 - Jan 2022

- Lead Content Designer for Activity (~25 million monthly active users)
  - Redesigned Activity for 160+ million active users
- Lead Content Designer for Settings/Profile (~ 36 million unique users)
  - Redesigned Profile for all PayPal users
- Customer Identification Program: Optimised user identity verification
- Increased ~4x incremental app downloads using content-first design
- Saved ~\$3 million in VoCs by redesigning the name change experience
- Tax hub: Designed the new statements and taxes hub framework
- Designed CFPB-compliant account upgrade experience of PayPal
- Redesigned Seller Tools platform for millions of sellers
- Reduced fraud worth \$0.44 million after receipt of goods using design
- Crypto activity: Designing the post purchase, sale, and dispute experiences
- Panelist at Button 2021: Lunch with the PayPal Content Community of Practice
- 2-times SPOT award winner for outstanding performance and influencing
- Other contributions include QR code, stand-in tab activity, Xoom, and more

### UX Writer at Ola Cabs

Sep 2016 - Jun 2019

- Head of product content: Mentored and lead a team of 3 UX writers
- Ola Play: Content strategy for world's 1st connected car platform
- Ola Select: End-to-end content design for India's first ride subscription
- User accessibility: Spearheading accessibility audits and improvements
- Ola Money Postpaid: Lead for Ola's Pay Later experience
- Ola Outstation: Lead for the outstation ride category
- Payments: Lead content designer for in-trip payment flows, card payments, UPI payments, auth and capture, etc.
- Merchandising: Defined the positioning for all ride categories
- App localisation: Localised the progressive web app (PWA) in Hindi

## EDUCATION

### MBA (Operations)

Pune University, India

### B.Tech (Computer Science)

G.H. Raisoni College of Engineering, Nagpur, India

## SKILLS

- Content design
- Content strategy
- Content research
- Content frameworks
- Content systems
- Content style guides
- Voice + Tone of Voice
- Information architecture
- Content-first design
- Mentorship
- Storytelling
- Localisation
- Product emails

## Content Writer at Toradex Systems

Oct 2014 - Aug 2016

- Delivered high-quality content for web including website, social media channels and press releases
- Corporate communication: In-house writer and editor for all outward comms
- Webinars: Branding, hosting, and promoting webinars to drive engagement
- Marketing collaterals
- Technical writing: Manuals, compliance documents and user guides

## Senior Content Writer at IKF

Oct 2013 - Jun 2014

- Led the content team of 3 writers
- Website content and copywriting
- SEO and social media optimisation

## Assistant Editor at Media Sphere Communications

Feb 2012 - Sep 2013

- Manchester United posts, campaigns, and promotions
- Social media optimisation for Epson India, Ad Club Bombay and Fotoflock
- Epson India's digital product launches and contests
- Site editor for Gillette's Return To Sports
- Site editor for Fotoflock (India's first online community for photography)
  - Interviewed world renowned photographers such as Steve McCurry
- Site editor for www.adclubbombay.com
  - Features writer on advertisement and marketing
- 50+ features on travel, lifestyle, technology, relationship, etc. for Femina, HUL's Bebeautiful, SOTC, etc.
- Blogs and emailers for Sears Holdings Pune