

Jaspreet Singh

Senior Frontend Engineer / UX Designer

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A Senior Frontend Engineer and UX Designer who turns complex product workflows into intuitive, accessible, and visually polished interfaces. I work across UX strategy, interaction design, Figma, design systems, and production-grade React engineering.

I bring design judgment and engineering depth together: shaping user flows and information architecture, then building scalable frontend foundations, reusable components, performant interfaces, and clean implementation patterns that align with business and technical goals.

SKILLS & COMPETENCIES

Web Development

- HTML
- CSS
- JavaScript
- ReactJS
- Tailwind
- Git
- Zod
- TanStack Form
- Responsive UI
- Web Accessibility
- SEO optimization
- TanStack Query
- React State Management
- NextJS
- Webpack
- NodeJS
- React Testing Library

UI/UX Design

- Accessible design
- Prototyping
- User testing
- Information architecture
- Visual design
- Interaction design
- Wireframing
- Design system
- Responsive web design
- Figma

WORK EXPERIENCE

Valuelabs

Senior Frontend Engineer / UX Designer
Sept 2024 - Present

[Bristol Myers Squibb - bms.com](#)

- Leading project-level frontend and UX execution for Bristol Myers Squibb's **CHIP eNotebook and lab workflow platforms**, owning React-based admin and analyst experiences for template-driven experiment execution, approvals, audit-ready data capture, and regulated lab operations.
- Driving **UX design and interaction strategy** with product, business, and client stakeholders, translating complex manufacturing and CAR-T workflows into clear user journeys, wireframes, prototypes, and implementation-ready UI decisions.
- Establishing **reusable UI patterns and scalable frontend architecture** across high-complexity modules such as component/template builders, dashboards, review workflows, and role-based workspaces, improving consistency, maintainability, and delivery speed across teams.
- Providing technical direction across sprint planning, API contracts, review workflows, and release readiness, helping align design intent, engineering quality, and client delivery for business-critical life sciences platforms.

[cin7.com](#)

- Leading the **Cin7 Core UI modernization from ExtJS 4.1 to React**, defining migration strategy, frontend architecture, and UX standards for a business-critical inventory, purchasing, sales, and operations platform.
- Redesigning dense ERP workflows into cleaner, task-focused experiences, simplifying forms, data grids, validation states, and navigation patterns for inventory-heavy operational users.
- Architecting a scalable frontend foundation using **Vite + React**, **TanStack Form with Zod**, **Shadcn/ui**, **Tailwind CSS**, and **Re-Ext** for enterprise-grade data grids, complex forms, and existing .NET Core API contracts.
- Guiding delivery across legacy ExtJS support and new React implementation, coordinating with product, QA, backend, and client stakeholders to ship critical features while reducing migration risk.

BluMatter, Inc.

Frontend Engineer / Product Designer
Sept 2021 - July 2024

[cleverx.com](#)

- Led the design and UI development of a research survey tool, enabling users to run surveys with CleverX participants. Simplified the survey creation process by reducing steps by 10% through **AI-driven features that send invites based on survey details and generate screener questions to filter the survey audience, reducing the survey failure rate.**
- Led the design of **CleverX's advanced search** feature, providing similar functionality to LinkedIn Sales Navigator, enabling users to filter potential candidates based on various criteria such as industry, expertise, current company, company headcount, job role, location, and more.
- Spearheaded the end-to-end development of a **SEO-optimized programmatic page generation** feature, encompassing design, UI development, API implementation, and admin interface creation. Leveraged **MongoDB aggregations** to dynamically generate content

based on user skills, locations, and industry metrics. Developed an intuitive admin UI enabling **one-click page publishing**, resulting in approximately **10,000 live pages**. This comprehensive solution **quadrupled daily website traffic** and **achieved top 10 search engine rankings** for targeted keywords, significantly enhancing the company's online presence and SEO performance.

- Successfully designed and developed the Opportunity page and corresponding filters and APIs, establishing a central hub for users to discover and capitalize on new opportunities. **Increasing user engagement by 2x.**
- Designed and developed the profile completion, signup, and login pages, including a LinkedIn import flow for onboarding. **Implemented custom guardrails for AI** to improve profile recommendations for expertise, industries, and rates, resulting in a **3x increase in profile completion rate.**
- Led the design and development of a comprehensive set of reusable and **common UI components**, serving as the foundation for CleverX's web application, prioritizing consistency, accessibility, and seamless user interactions.
- Revamped the entire admin panel, enhancing its functionality and user experience, allowing for efficient management
- Worked with product management team to translate high level business requirements into actionable functional requirements

Tata Consultancy Services

Frontend Engineer

[staples.com](https://www.staples.com)

July 2019 – Sept 2021

- Helped build **Staples' common UI components** and used it to bring Staples' rebrand to life across its websites
- Supported the transformation of Staples' desktop-only websites into **fully responsive designs** optimized for multiple devices
- Played a key role in the UI development of the **Staples rewards** program, contributing to an enhanced user experience and increased customer loyalty.
- Actively contributed to the **Staples design system**, participating in UI component design and implementation. Collaborated with senior engineers and designers to ensure consistency and adherence to best practices across the platform.

EDUCATION

Masters of Computer Applications

2022 – 2024

Jain University, Bangalore

Bachelors of Science

2016 – 2019

Osmania University, Hyderabad