

Ashish Singal

Seasoned leader with 17+ yrs of experience collaborating with cross-functional stakeholders to deliver impact@scale via strategy, team upskilling, value prop and solution design.

Experienced across sectors with expertise in leading design for transformation projects across BFSI/ FIG (70%), LifeSciences (20%), EdTech (5%) and others.

Extensively exposed to AsiaX and bears nuanced consumer insights through extensive work in India, China, Malaysia, Myanmar, Singapore, Thailand, Vietnam and US.

SELECTED EXPERIENCES



Expert Associate Partner/ Senior Director, Design

McKinsey & Company | Delhi, Nov 2016 - Present

- Led the customer experience transformation across variety of 200+ journeys, 5+ channels, and target audiences for a large Indian bank. Acted as trusted counsellor for 50+ senior client stakeholders from ED → CM to align business objectives and processes by carefully researching, evaluating, prioritising and tracking key impact metrics (business and CX).
- Spearheaded the experience design in a transformation program for a large Malaysian bank to provide an exceptional experience for retail and corporate customers for account onboarding, wealth management and SME lending journeys (+20% CSAT, +50% Productivity, 2x TAT).
- Launched first to market 'flexible unsecured product' with a zero-based digital customer journey design delivering top line impact of \$100+Mn in 100 days with carefully crafted value proposition for a leading bank in Thailand.
- Built and scaled design capability for design directors, specialists, designers, and interns across geographies internally and clients alike to embed design maturity for sustained growth.



Design Lead

carbon12 creative (*acquired by McKinsey*) | Mumbai, May 2014 - Nov 2016

Collaborated with 10+ startups (0→1) and large corporations (1→ 100) to devise and refine their product strategy and design from finance, edTech, eConcierge, Bollywood and e-commerce.



Interaction Designer II

frog | Bangalore, Feb 2012 - Apr 2014

Co-visionsed with a large pan-Asian bank to visualise and completely overhaul their digital presence strategy for 6 countries through primary ethnographic research for wealth customers.



User Experience Designer

Roundarch Isobar | New York, Aug 2009 - Oct 2011

Worked extensively with several financial and insurance clients harnessing complex data to support end user tasks (monitor, review and act upon)

EDUCATION



M.S. in Human Computer Interaction

Georgia Institute of Technology | Atlanta, 2007 - 2009



B.Des. in Product Design

Indian Institute of Technology | Guwahati, 2002 - 2006