Sidhant Sinha

Head of Product Design | Mac, iOS, Android and SaaS Apps

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SUMMARY

Head of Product Design at BigDot with 8+ years of experience in product, UX and UI design. I lead BigDot's design team and the design of its platform for small and medium-sized businesses, after growing from User Experience Designer to Product Designer, Senior Product Designer and Head of Product Design since 2020. Hands-on from research, flows and design systems to prototypes and developer handoff, and I was the sole product designer on three of BigDot's Android apps. I also design, build and launch my own products end to end: native Mac apps, mobile apps, SaaS and developer tools, including EventPixel, used at 370+ events.

SKILLS

Design leadership: leading a design team, design direction, design reviews, mentoring designers, design standards, cross-functional collaboration with engineering, marketing and leadership

Product design: UX research, user flows, information architecture, wireframing, interaction design, visual and UI design, design systems, component libraries, prototyping, usability testing, developer handoff

Design tools: Figma, FigJam, Adobe Photoshop, Adobe Illustrator

Development: Swift, SwiftUI, Flutter, Dart, TypeScript, React, Next.js, Tailwind CSS, Bootstrap, HTML, CSS, Firebase, Supabase, Cloudflare Workers, Vercel

AI and tooling: Claude Code, Cursor, Model Context Protocol (MCP), Apple on-device AI (Vision, Speech, Foundation Models), Amazon Rekognition, GitHub Actions

Product and growth: product strategy, pricing, onboarding, landing pages, SEO, App Store and Google Play releases

EXPERIENCE

Head of Product Design | BigDot — Present

All-in-one platform that helps small and medium-sized businesses sell, get paid and grow online. Noida, India (remote). Joined in Jul 2020 and promoted three times.

- Lead BigDot's product design team and own the design of the whole platform: the Android apps, the web apps and the all-in-one suite for small businesses.
- Set the design direction, standards and shared design system, and review design work across every product so the platform looks and works as one.
- Work with leadership, engineering and marketing to shape what we build, from research and user flows to launch.
- Mentor designers and run design reviews.
- Products in the suite: Digital Business Cards, Website Builder, E-Commerce, Booking, E-Invoicing, E-Payments, Accounting, Engager (social media engagement) and Marketplace.

Senior Product Designer | BigDot — Jul 2023 – promoted to Head

- Designed mobile and web apps that help small and medium-sized businesses improve their online presence and attract new customers.
- Sole product designer for three Android apps on Google Play: BigDot Wallet, Insta Ledger and BigDot Alert. Owned the entire UX and UI, from research, flows and wireframes to the component library, prototypes and developer handoff.
- Designed Insta Ledger, a digital ledger that replaces the paper bahi-khata, for first-time smartphone users and quick entry at the shop counter, with credit tracking, payment reminders on SMS and WhatsApp, offline use and backup.
- Designed BigDot Alert, QR tags for cars, phones and luggage that notify the owner when scanned, with WhatsApp contact that keeps the owner's number private, scan history on a map and emergency contacts.
- Collaborated closely with developers, marketers and clients to deliver products that meet their expectations.

Product Designer | BigDot Jan 2022 – Jun 2023

User Experience Designer | BigDot Jul 2020 – Dec 2021

Founder, Designer and Developer | Independent apps 2026 – Present

I design, build, launch and market my own products, solo and end to end. 16 apps live or in launch, portfolio at sidhantsinha.com/apps.

- **EventPixel** (eventpixel.app): event photo sharing web app. Guests upload through a QR code with no app, plus AI face search, a live photo wall, event websites and RSVP. 370+ events and 11,000+ guest photos. React, TypeScript, Firebase, Amazon Rekognition.
- **MightyBench** (mightybench.com): native macOS app with 49 private tools for video, audio, images, PDFs and on-device AI, including a screen recorder with an editing studio. Swift, SwiftUI, ScreenCaptureKit, Apple Speech, Vision and Foundation Models, FFmpeg.
- **FeedWing** (feedwing.com): AI social media marketing SaaS for small businesses that plans, writes and schedules posts in 18 languages. Next.js, TypeScript, Supabase.
- **FindGlance** (findglance.com): Mac app that finds files from plain-English descriptions, searches text inside screenshots and PDFs, and finds duplicates, all on-device.
- **QueryMoat** (querymoat.com): VS Code extension that gives AI coding agents safe, read-only database access through a local MCP server. TypeScript, React.
- **AgentKnocks** (agentknocks.com): macOS menu bar app that tracks Claude Code and Codex sessions and alerts you when one needs attention.
- **ATS First** (atsfirst.com): AI resume optimization and job application toolkit. Next.js, TypeScript, Firebase.
- **Open source:** Pixtamer, a batch image optimiser for Mac, and App Vanish, a Mac app uninstaller. MIT licensed and distributed through Homebrew.
- **Mobile:** DailyAbhyas (SSC CGL exam practice in English and Hindi), plus Lessonwise and Homeschool Days for iPhone, built in Flutter.

Freelance Designer and Developer | Client projects 2026 – Present

- **CineVelvet** (cinevelvet.com): designed and built a media-first website for a wedding photography studio, with a content studio the owner manages, enquiries by email and WhatsApp, and full technical SEO. Next.js, Sanity, Vercel.
- **House of Diana** (houseofdiana.in): designing and building iOS and Android shopping apps for a silver jewellery brand, connected to its Shopify store. Flutter, Shopify. In progress.
- **Elbit Laser Technologies** (elbitlaser.com): designed and built a product website for a laser machine maker in Delhi.

User Interface Designer | Dreamz Advertising Inc. Aug 2019 – Jul 2020

Graphic Designer | Dreamz Advertising Inc. Aug 2018 – Jul 2019

MIS Assistant | JS Automobiles Nov 2016 – Jul 2018

EDUCATION

Bachelor of Arts, Kalinga University, Raipur 2013 – 2016

Professional Web Designing, Oxford Software Institute 2018

Diploma in Computer Education

LANGUAGES

English, Hindi