

KAPIL SINGH

Director of Design · Product Strategy · Design Leadership

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PROFESSIONAL SUMMARY

Design leader with 18+ years of experience leading product design, UX strategy, and design teams across Real Money Gaming, SaaS, and eCommerce. Proven track record of building 0→1 products, scaling design systems, and driving business impact through user-centric product experiences. Led design for products serving 100M+ users and launched gaming products across India, the Middle East, and the Philippines.

SELECTED ACHIEVEMENTS

- Led design for products serving 100M+ users across Real Money Gaming, SaaS, and eCommerce.
 - Directed design initiatives at Jungleee Games that contributed to 80% year-on-year revenue growth.
 - Designed and launched multiple 0→1 gaming products across India, the Middle East, and the Philippines.
 - Co-founded Richpanel and helped clients reduce manually resolved support tickets by 80%+ through automation-led UX.
 - Built and scaled design teams, design systems, and critique processes across high-growth product organizations.
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CORE SKILLS

Design Leadership: UX Strategy, Product Strategy, Design Vision, Team Building, Mentorship, Hiring, Design Reviews

Product Design: 0→1 Product Development, Interaction Design, User Journeys, Information

Architecture, Design Systems

Business & Collaboration: Stakeholder Management, C-suite Communication, Cross-functional Leadership, Design Operations, Agile Delivery

Domains & Tools: Real Money Gaming, SaaS, eCommerce, Consumer Apps, Growth Design, Figma, Sketch, Principle, Adobe Creative Suite

PROFESSIONAL EXPERIENCE

JUNGLEE GAMES | Dec 2021 – Present

Director of Design | Apr 2026 – Present

Associate Director of Design | Sep 2024 – Mar 2026

Senior Design Manager | Dec 2021 – Jun 2024

- Directed a team of 4 designers across high-impact product initiatives that contributed to 80% year-on-year revenue growth.
 - Handpicked to lead design for Jungle's Core Innovation Pod, a select group of top-performing employees formed to drive new product innovation across emerging gaming products.
 - Led UX strategy, design vision, and quality standards across Jungle Rummy, Tongits, Jungle Ludo, Jungle Callbreak, Howzat, and Jungle Poker.
 - Designed and launched multiple 0→1 gaming products across India, the Middle East, and the Philippines, including Tongits and Jungle Ludo.
 - Defined the UX philosophy for Tongits for the Filipino market, helping average user screen time reach 1 hour within a quarter of launch.
 - Led end-to-end design for Jungle Rummy, serving 60M+ users across gameplay, Add Cash, transactions, KYC, and onboarding journeys.
 - Designed and launched Jungle Poker across mobile and desktop platforms from scratch.
 - Scaled Jungle Rummy's design system and introduced structured critique processes to improve design consistency, delivery efficiency, and team quality.
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CLEVERTAP

Senior Design Manager | Mar 2020 – Dec 2021

- Led end-to-end design for CleverTap for Startups, a self-serve SaaS onboarding platform for SMBs.

- Designed the product from scratch across UX strategy, information architecture, user journeys, prototyping, usability testing, and delivery.
 - Helped onboard 50+ businesses within 6 months of launch.
 - Improved usability of enterprise customer segmentation and cohort analysis workflows within CleverTap's core platform.
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RICHPANEL

VP Product Design & Co-Founder | Jan 2018 – Mar 2020

- Co-founded Richpanel and established the company's UX vision, product strategy, and design process from the ground up.
 - Designed and launched an AI-assisted customer support platform for eCommerce businesses.
 - Defined product workflows, experience principles, and design standards in a 0→1 startup environment.
 - Helped onboard 10+ clients within the first month of launch.
 - Enabled clients to reduce manually resolved support tickets by 80%+ within 3 months through automation-led UX.
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GAMES24X7 — RUMMYCIRCLE

Lead Product Designer | May 2014 – Jan 2018

- Joined as the first product designer for RummyCircle and led product design across gameplay, transactions, Add Cash, KYC, and security flows.
 - Designed and launched India's first online rummy Android app from concept to live product.
 - Built and scaled the design team from 0→4 designers while establishing style guides, design standards, and processes.
 - Revamped Add Cash journeys to improve one of the platform's most business-critical funnels.
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IKSULA SERVICES

Lead Designer | Sep 2012 – May 2014

- Led UX and design delivery for eCommerce and fashion clients including Edaba, Gitanjali Jewellery, StatusCo, and Globus.
 - Managed end-to-end client engagement across discovery, design presentations, approvals, and delivery coordination.
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BANK OF AMERICA

Senior Application Designer | Jul 2010 – Sep 2012

- Designed mobile applications and enterprise web tools for banking workflows and internal operational systems.
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EXA INDIA

Web Designer | Dec 2007 – Jul 2010

- Designed websites for major Australian brands, gaining early international client and product exposure.