

Preeti Singh

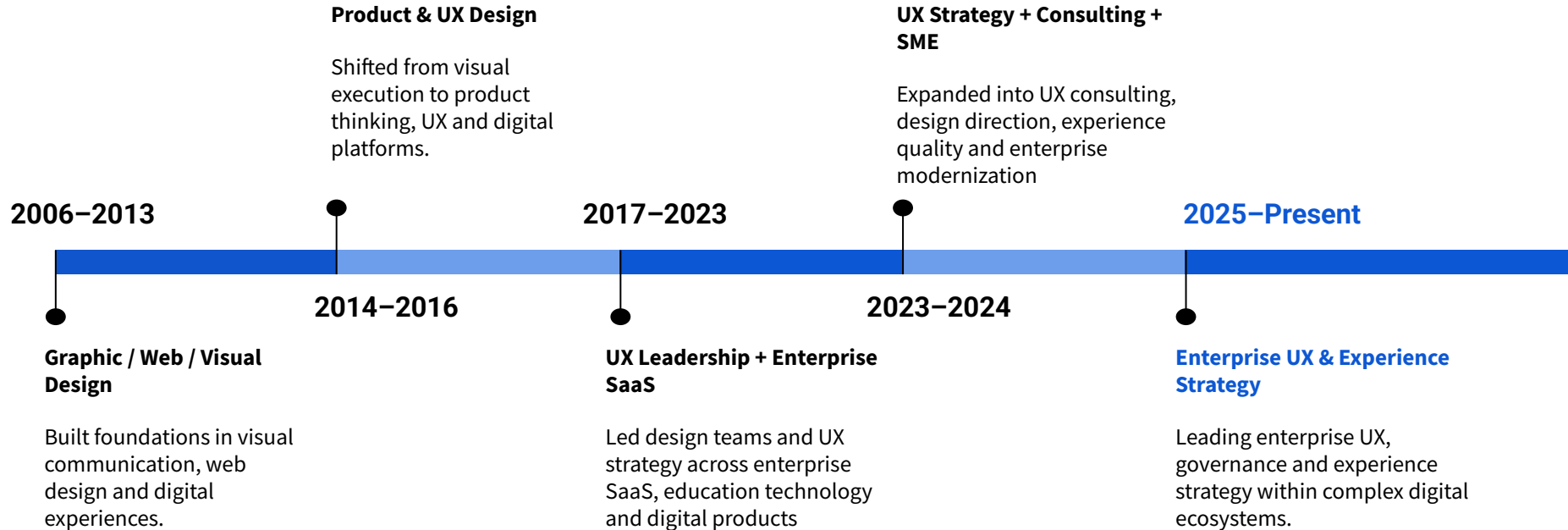
Enterprise UX & Experience Strategy Leader

20+ Years | UX • Product • Enterprise • Digital Transformation

From designing digital experiences to shaping how organizations design and scale them.

- Enterprise UX
- Experience Strategy
- UX Governance
- Product Experience
- Design Leadership
- AI Experience

CAREER EVOLUTION



A progression from designing interfaces → designing products → leading teams → shaping experiences at an organizational level.

MY EXPERIENCE AT A GLANCE

20+ Years Across Multiple Layers of Experience

The breadth of my experience allows me to connect execution, product thinking, organizational needs and experience strategy.



DESIGN

Graphic • Web • Visual • UI



PRODUCT

Mobile • Web • SaaS • eCommerce



UX

Research • IA • Interaction • Usability



LEADERSHIP

Design Teams • Mentoring • Design Direction



ENTERPRISE

Enterprise UX • UX Governance • Digital Transformation



STRATEGY

Experience Strategy • Design Systems • UX Maturity

SELECTED PORTFOLIO

Selected Work Across Products & Enterprise Experiences



Enterprise UX Governance

Operating Model

UX governance • standards • design quality • organizational capability

[View on Behance](#)



Enterprise ERP UX Transformation

Enterprise Product Experience

Complex workflows • enterprise UX • experience transformation

[View on Behance](#)



AppoinTrac

Healthcare Management Platform

End-to-end product experience • workflows • usability

[View on Behance](#)



LMS

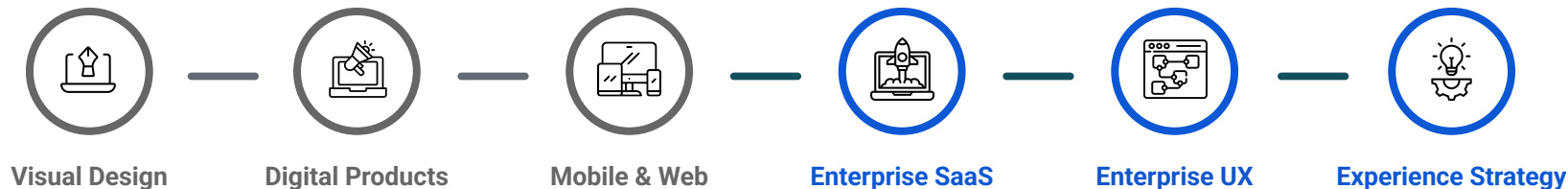
Scalable Learning Experience

Learning journeys • information architecture • scalable UX

[View on Behance](#)

FROM PRODUCT DESIGN TO ENTERPRISE UX

The Scale of My Design Experience



Supporting examples



My work has progressively moved from individual interfaces toward connected products, platforms and enterprise experience systems.

LEADERSHIP & STRATEGIC CONTRIBUTION

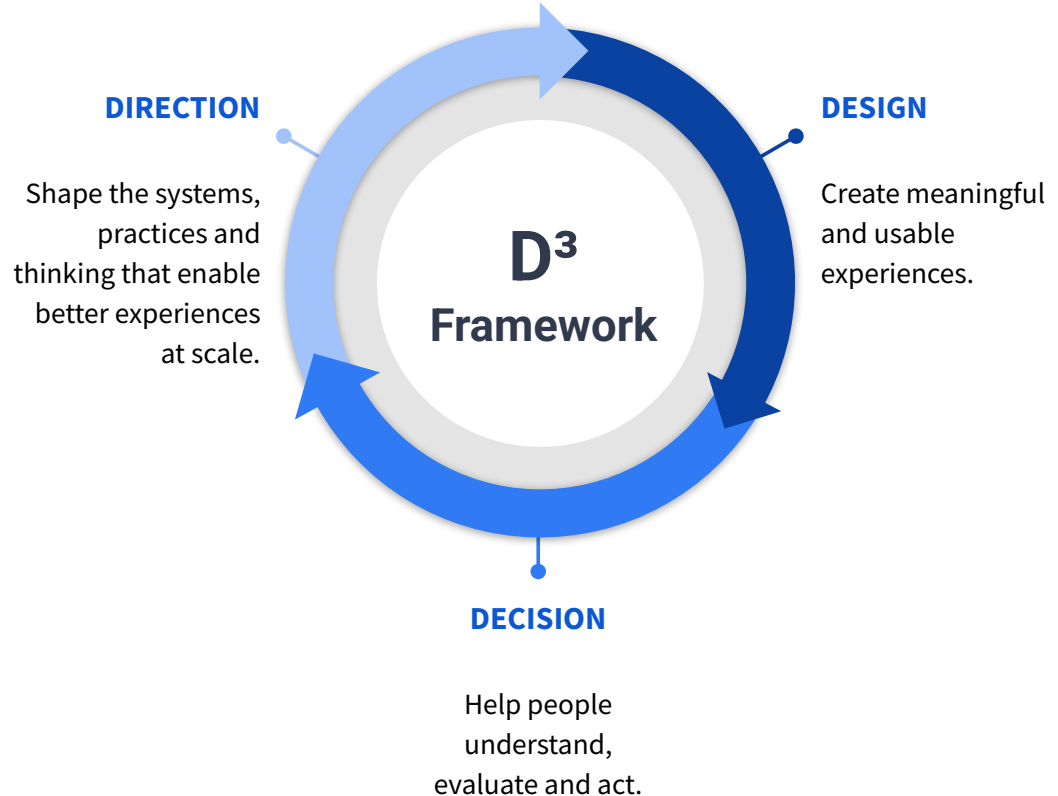
Beyond Designing Screens

UX Leadership	Product Experience	UX Strategy	Enterprise UX	Design Governance	Thought Leadership
Leading designers, mentoring teams and establishing design direction.	Connecting user needs, business requirements and product outcomes.	Defining experience principles, structures and scalable design practices.	Working across complex workflows, platforms and organizational ecosystems.	Creating consistency, quality mechanisms and reusable UX practices.	Writing, mentoring, academic engagement and developing original frameworks.

SIGNATURE THINKING



My approach extends UX beyond interface design toward better decisions, stronger systems and scalable experience practices.





Preeti Singh

Enterprise UX & Experience Strategy Leader

[LinkedIn](#) • [KreativePS](#) • [Behance](#)

WHAT I BRING

Experience. Strategy. Leadership.

I bring together:

- 20+ years of design experience
- Enterprise UX & Experience Strategy
- Product & SaaS Experience
- UX Leadership & Mentoring
- UX Governance & Design Systems
- Digital Transformation
- AI & Human-AI Collaboration

I help organizations turn complex products, workflows and business ecosystems into clearer, more coherent and scalable experiences.