Aditya Pratap Singh

Design leader and AI consultant with 12+ years across aviation, loyalty, healthcare, and media. Led IndiGo's three-year UX transformation and 18-designer organization; now designing and directing AI production workflows at Bodhi Tree Multimedia.

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01 EXPERIENCE

Bodhi Tree Multimedia Limited
AUG 2025 – PRESENT

AI Consultant

- Working directly with the MD & CEO of a 50+ show production company to map operational bottlenecks across eight departments (casting, creative, finance, accounts, HR, administration, marketing, operations) into one AI strategy.
- Designed and directed the build of Bodhi AI solo across WhatsApp, Slack, and a web workspace: one coordinating assistant delegating to nine specialist department agents, with code-enforced human approvals before consequential actions.
- Built a 208-case, three-trial evaluation benchmark covering routing, permissions, approvals, and safety; Casting and Administration agents are deployed, with the remaining seven built and in testing.

IndiGo Airlines
SEP 2022 – AUG 2025

UX Consultant · UX Transformation & Design Team Lead

- Led IndiGo's UX transformation from Sep 2022 and its design team from 2024, reporting to the Head of Product with monthly steering reviews alongside the CDIO and heads of Marketing, Engineering, and Product.
- Made the case for an external partner and helped select frog (Capgemini Invent); grew the in-house team from 7 to 18 designers reorganized into 14 product pods across B2C, B2B/Agent, Staff & Defence, and BluChip loyalty.
- Unified B2C, SME, and agent booking platforms on one design system (launched Aug 2024 across web, mobile web, iOS, and Android; 15 products on the system by Jun 2025) with gated design QA on every build.
- Improved booking completion on the consumer release: passenger-details drop-off fell from 68.0% to 61.9%, seat-selection drop-off halved from 7.0% to 3.5%, and app conversion rose from 9.7% to 12.2% by Oct 2024.
- Carved out and led a six-designer Loyalty pod (Jan–Sep 2024) to design IndiGo BluChip end to end across four platforms and three traveller states; IndiGo reported 2M+ members within six months of launch.

InterMiles (JetPrivilege)
JAN 2019 – MAR 2022

Senior Product Designer

- Led product design for hotel booking, affiliate shopping, and the digital store serving 10M+ loyalty members, increasing user stickiness by 5%.
- Defined and implemented a UX metrics framework to evaluate design initiatives across consumer flows.

Tarantula Labs
APR 2015 – MAR 2018

Founder & Head of Product

- Founded a healthcare startup and led product strategy and design for Kidoro Health (pregnancy ecosystem) and OroDoc (EHR platform), scaling a 15-person cross-functional team backed by angel seed funding.
- Partnered with 50+ hospitals to onboard 75,000+ patients onto the digital health platform; selected for Web Summit Surge Alpha 2016.

Dineout
SEP 2012 – JUN 2013

UI Designer

- Designed cross-platform web and mobile reservation flows and the restaurant partner management dashboard for India's first dining reservation platform.

02 EDUCATION

National Institute of Design, Gandhinagar
M.Des, New Media Design
2013 – 2016

Indian Institute of Management, Ahmedabad
NTADBM (Design & Business Management)
2014

Bharati Vidyapeeth's College of Engineering, New Delhi
B.Tech, Computer Science
2007 – 2011

03 CAPABILITIES

Leadership
Design Strategy, Organizational Scaling, Product Vision, Executive Alignment, Design Operations, AI Workflow Strategy

Design
UX Architecture, Design Systems, Multi-Platform Flows, User Research, Design QA, Conversational & Agent UX

AI & Prototyping
Multi-Agent Orchestration, Human-in-the-Loop Governance, Evaluation Benchmarks, Rapid Prototyping, A/B Testing

04 TOOLS

Figma, Cursor, Claude Code, Claude, ChatGPT, Notion, Miro, Jira

05 RECOGNITION

- Best Startup (Ahmedabad), Startup India Rocks 2016
- Finalist, NOVATIA 2016 (BITS Pilani Goa)
- Selected, Global Summit Paris 2016
- Startup India, FBStart & Microsoft BizSpark Programs