

# Deepika Singh

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## Professional Summary

Experienced leader with a strong foundation in product management and software development. I thrive in strategic leadership roles where I shape long-term vision and deliver results collaborating with cross-functional teams. I also have a passion for rolling up my sleeves and tackling complex problems hands-on. Dedicated towards building and mentoring strong empowered teams that thrive on collaboration, ownership, and trust.

## Professional Experience

### Vista, Boston, MA

#### Senior Director of Product - Design and content

Apr. 2022 - Jun. 2024

Reported to the current CEO of Vista

- Leader of Vista's design Editor and Content domains. Defined the 3 year strategy and delivered over 55% increase in design completion rate, leading to an incremental \$30 million in annualized gross profit
- Transformed the product management function. Integrated product teams from two companies (VistaCreate and legacy Vista) into three new domains, comprising 25 product teams (PM, UX and engineering). Hired and mentored three new product directors to lead the domains
- Advocated for and spearheaded the investment in AI generative design. Developed the first prototype and validated customer and business value in under 3 months, leading to board approval and investment in AI at Vista
- Led the ideation, iterations and delivery of Vista LogoMaker, a design tool that generated logos for customers based on their prompts. Delivered the prototype in under a quarter, iterated based on customer learnings leading to LogoMaker becoming the highest-rated NPS (Net Promoter Score) product within 4 months of launch and grew to 345K downloads in just 6 months
- Directed the migration of Vista Editor to a new, modular design platform in 14 months, the fastest migration at Vista, increasing the design completion rate by 55% (from 42% to 65%) and doubled customer satisfaction
- Reimagined the internal content creation workflow, increasing content production by 50% through the release of new tools, processes, and marketplace integration

#### Senior Director - Vista Design Strategy (Full spectrum design)

Oct. 2021 - Apr. 2022

- Worked closely with the C-suite and cross-functional key leaders to define and deliver the 5-year vision and strategy for design and content at Vista
- Defined the key competitive advantages to make designs accessible for all customers by providing a full spectrum of design services - DIY, Do it with help and Do it for you

- Worked with the founder and CEO of Cimpress (parent company of Vista) on two critical acquisitions to support the full spectrum design strategy. Was a key leader on the Product due diligence and post merger integration for the acquisitions (VistaCreate and 99Designs)

### **Director of Technology - Site experience**

Mar. 2019 - Oct. 2021

- Conceived, led, and launched the Digital transformation of Vistaprint's complete digital front-end experience (Merchandising platform), that drives \$1.3 billion annually and serves over 22 million customers working closely with the CTO, C-suite, cross-functional teams, and over 7 external vendors
- Oversaw the complete rebuild of the Vista CMS (content management system), search platform, A/B testing platform, and micro front-end architecture
- Directed the redesign and launch of critical site experiences including the homepage, product and landing pages, navigation, marketing landing pages, cross-sell, and checkout experiences, all of which are currently live on the Vistaprint site. Increased conversion rate more than 5% and delivered over \$150 million in site improvement wins
- Managed a budget of \$50 million and built a team of over 60 engineers and product managers across six global locations. Established new engineering and PM teams in Barcelona, Spain, and Bangalore, India. Mentored six individual contributors (engineers and PMs) to manager and senior manager roles
- Transitioned the merchandising tech platform from a monolithic .NET stack to a distributed API ecosystem in AWS and micro frontends, integrating SaaS products to replace legacy in-house systems and fostered a culture of continuous deployment
- During the 2020 pandemic, managed layoffs, cost reductions, and the transition to a fully remote work environment while iterating and rolling out the new merchandising platform and optimizing for conversion

### **Senior eCommerce Product Manager**

Jun. 2017 - Feb. 2019

- Overhauled the end to end customer experience for Vista's largest product categories Business Cards and Invitations.
- Led key customer experience improvements driving over \$20M in incremental revenue

### **Merchandising Operations Manager**

Jan. 2015 - Jun. 2017

- Led global content management teams responsible for site optimizations and day to day content deliver
- Collaborated with cross-functional teams across marketing, countries, product GMs to drive the content strategy and priorities for Vista
- Defined and met quarterly financial and customer success goals, driving over \$13M in incremental revenue

## **Education**

Masters of Business Administration (New Hampshire, USA)

Bachelor's Degree in Computer Science and Engineering (Bangalore, India)