

Apoorv Singh

Contact

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(814)-826-8964

LinkedIn

linkedin.com/apoorv-singh

Portfolio

apoorsingh.site

Education

**Pace University,
New York, NY**
Master's in Human Centered Design

Sep 2025 - May 2027

**Pennsylvania State University,
University Park, PA**

Aug 2021 - May 2025

Bachelor's in Computer Science
& Minor in Graphic Design

Projects

HC Idea

apoorsingh.site/hcidea

Sep 2025 - Dec 2025

Co-designed a platform reducing decision paralysis for HCD students. Conducted interviews, affinity mapping, and created personas to define features. Developed hi-fi Figma prototype receiving an 86.25 SUS score.

MovieLamp

apoorsingh.site/movielamp

Oct 2025 - Dec 2025

Led design of a movie app reducing decision fatigue. Prototyped a dissected rating system in Figma from user interviews. Refined core 3-pick feature from usability feedback for genre-branching suggestions.

Experience

UI Designer | Hydrametry Software

Nov 2025 - Present

New York City, NY - Remote

Collaborate with dev team to redesign UI/UX for "Spatoo jr," a 3D space shooter game. Lead design from concept sketches to hi-fi mockups based on research and team feedback.

Implement final designs in Unity and work with programming team to tweak C# scripts, ensuring seamless integration into the staging version of the game.

Freelance Visual Designer

Aug 2018 - Present

Remote

Created 30+ high-impact graphics and thumbnails for YouTube channels, consistently meeting tight deadlines often within 1-2 days to support timely content launches and client marketing goals.

Delivered a wide range of design solutions including logos, posters, illustrations, and concept sketches tailored to client brand identity and project requirements.

Graphic Design Lead | Student Videography Association

Aug 2024 - May 2025

State College, PA

Designed compelling posters and digital graphics for promotional events, achieving a 13% increase in click-through rates on advertised links through targeted visual communication.

Collaborated closely with sales and event teams to align visual materials with promotional strategy, enhancing event visibility and supporting cross-functional event coordination.

Skills

Design

User Experience Design
User Interface Design
Wireframing
Prototyping
Visual Design
Illustration

Software

Adobe Illustrator
Adobe XD
Figma
Adobe Photoshop
Unity
Blender

Coding

Python
MySQL
Javascript
C++
HTML