

Ananya Singh | UX Designer

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About

I am a UI/UX Designer with a deep sense of user needs, crafting intuitive experiences that blend form with function.

Skills

- **Design:** Wireframing, Prototyping, Interaction Design, Web Design, Visual Design, Micro-Animations, User Interface/UI Design, Data Visualisation, Digital Art, Illustration, Design for Augmented Reality (AR).
- **Research:** User Research, Usability Analysis, Contextual Enquiry, Hierarchical Task Analysis, Competitor Analysis, Benchmarking, Surveys, User Journey Mapping, Quantitative and Qualitative Analysis, Information Architecture.
- **Softwares:** Figma, Framer, Xmind, Procreate, Miro, Slack, Creative Cloud [Adobe XD, Aero, Premier Pro, Illustrator, Photoshop], Working Knowledge of TouchDesigner, Blender and Arduino.

Experience

UX Design Intern | HDFC Bank (May 2024 - Aug 2024)

- Designed the interfaces for the Payment Gateway (B2C) and Commercial Cards Portal (B2B), implementing research-driven solutions aimed at innovation within these product ecosystems.
- Conducted user research and competitor studies, synthesised findings into comprehensive research reports, and transformed key insights into interactive prototypes that optimised usability and feature functionality.

User Experience Specialist Intern | Ohilo Game Studio (Jun 2024 - Jul 2024)

- Led the interface design for two motion-tracking based mobile games—creating UX flows, gameplay tutorials, UI and visual design—supported by benchmarking studies.
- Collaborated closely with game developers, a UX manager, and graphic artists to ensure smooth handoff and cohesive implementation of designs.

Freelance Web and Visual Designer | Decorise, CandleCraft Co. (Aug 2024 - Oct 2024)

- Developed a Shopify website for Decorise, revamping their visual brand identity and improving usability, working directly with a developer for implementation.
- Designed visual identity and branding assets for CandleCraft Co. including print collateral (business cards, instruction cards, gift cards, stickers etc.) logo design, and Shopify website UI.

UX Design Intern | The Janki (Feb 2024 - Mar 2024)

- Led a comprehensive redesign of Janki's jewellery website with a modern theme targeting a younger, luxury-oriented audience while reimagining brand identity.

UX Design Intern | Brandbakerz (Sep 2023 - May 2024)

- Conceptualised and created the complete UX/UI for a habit-building edutainment app for children, creating habit tracking screens and mini-educational games, while collaborating closely with cross-functional teams.

Education

Bachelor of Design (Interaction Design) | JK Lakshmipat University (Sep 2022 - Present)

- Achieved 8.1 CGPA while earning 100% and 75% Merit Scholarships for academic excellence.
- Led the Web and Print Design team as co-ordinator for Sabrang, the Annual Cultural Fest.

Bachelor of Design (Dropped) | NID AP (Sep 2021 - Aug 2022)

- Completed intensive foundation coursework in fundamentals of design.

Higher Secondary School Certificate (Science: PCM) | Assam Valley School (Graduated May 2021)

- Attained 98.33% in ICSE and 98.4% in ISC examinations (99.75% Best of Four)
- Received the Carling Award for Academic Excellence for achieving the highest scores in the batch at both ISC and ICSE levels
- Won the award for Outstanding Performance in Still Life Art at Indian Public Schools Conference- Visual Arts Competition 2019, held at Daly College Indore.
- Secured the first position in Imaginative Composition Painting and third position in Still Life Painting at the Srijanyam National Visual Arts Competition.