# Kuldeep Singh
Information Designer

## CONTACT

Portfolio  -  Linkedin  -  Behance

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## SKILLS

- Visual Design
- User Research
- Systems Mapping
- Service Design
- Wireframing & Prototyping
- User Interface Design
- Exploratory Data Analysis
- Data Visualisation
- Data Storytelling
- Creative Coding
- Web Development

## TOOLS

- Figma/Figjam
- Adobe Creative Suite (Illustrator, Photoshop, After Effects, InDesign)
- Microsoft Office Suite
- Blender
- Observable Notebooks
- HTML/CSS/JS
- Svelte
- Jupyter Notebooks/Python
- p5.js

## WORK EXPERIENCE

### Analyst (Customer Strategy & Design) @ Deloitte India LLP
OCT 2023 - MAY 2024

- Supported multiple cross-functional teams through user research and design strategy.
- Contributed to experience design for enterprise clients, aligning design outcomes with business goals.

### Intern @ Deloitte India LLP
AUG 2023 - OCT 2023

- Conducted market research and competitive benchmarking to inform client proposals.
- Designed pitch decks and visual presentations for new client engagements.

### Design Intern @ Ideoholics Design Studio
SEP 2022 -NOV 2022

- Designed wireframes, prototypes, and visual interfaces for mobile and web products.
- Created static and motion-based marketing materials for clients across multiple industries.

## EDUCATION

### M.Des (Information Design) - NID Bengaluru
JUNE 2024- PRESENT

### B.Tech (Computer Science) - Delhi Technological University
AUGUST 2019 - JULY 2023

## PROJECTS

### Public Libraries DPI - Service Design

- Ongoing redesign of India's public library ecosystem as a critical piece of digital public infrastructure. Developing a user-centered service layer to make public libraries appealing, accessible and non-exclusionary.

### Future of Currency - Speculative Design

- A worldbuilding experiment imagining currency as a living system that shapes and is shaped by human behavior. A critical design provocation on value, care, and human communities.
- **Recognition:** Top 3 Finalist at DesignUp Conference 2025; presented on stage.