Arashdeep Singh

Toy Inventor | Game Designer | Toy Designer

Toy design for you...

Toddler Toys, Preschool Toys, Educational Toys, Learning & Academic Toys, STEM Toys, STEAM Toys, Montessori Toys, Construction & Building Toys, Creative Toys, Art & Craft Toys, Pretend Play Toys,Role Play Toys,

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Toy design for you...

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Toys

RC Car

Soft Toys

Card Game

Toys

RC Car

Soft Toys

Card Game

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Toy and Game Designer with over four years of professional experience in creating innovative, engaging, and market-ready play products for both national and international markets. Deeply passionate about the art, psychology, and craft of play, his journey into toy design began early in his career and has continuously evolved through hands-on development and creative exploration.

He has collaborated with a diverse range of companies, translating original ideas into well-crafted products that deliver joy, engagement, and meaningful play value. His experience spans the complete toy development lifecycle, including research, concept development, design detailing, prototyping, testing, and preparation for production.

Driven by curiosity and innovation, he actively explores new materials, manufacturing processes, and emerging technologies to enhance play experiences. His design approach balances creativity with functionality, ensuring every product is developmentally appropriate, visually compelling, and commercially viable.

Currently focused on expanding his expertise and global exposure, he continues to embrace new challenges and collaborative opportunities within the toy and game industry. Committed to pushing creative boundaries and design excellence, he aims to contribute to the world of play through thoughtful, impactful, and future-ready toy and game design.

#ToyDesigner #GameDesigner #ToyDesign #PlayInnovation #ProductDesign

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The Stone Sapphire India Private Limited (Skoodle)- Deputy Manager & Toy Designer

I manage Skoodle ToyLab, where I collaborate with MT, GT, and E-com teams to generate ideas based on research and then work with the NPD team to develop them into new products. Research, design, and development initiatives to create innovative, engaging, and cost-effective toys for the Indian and global market. My work combines creativity, user insights, and technical expertise to deliver products that balance play value, safety, and affordability.

January 2025 - India

Chalkola - Product Designer

Design products from concept sketches and 3D modeling to the physical product for launch. Conduct thorough research on competitors and identify areas of differentiation in the US market. Collaborate with cross-functional teams to ensure the smooth production and launch of new toys and craft-based products (Puzzle, Poke Art, Scratch Art, Diamond Art, Sticker Paint Book, Foam Art, and Foil Art). Stay up-to-date with the latest industry trends and incorporate them into designs.

December 2023 - November 2024 United Arab Emirates

Freelancer
Toy & Game Designer

May 2020 - India

Fair And Green Toys - Toy Designer

Working on New Wooden Education Toy Range Development, Saw Dust Project at IPRITI, Sorting Quality Issues with Toy Returns, and Soft Toys Line Development. Develop packaging for the entire line.
Exploration of different sustainable materials – such as wood, felt, fabric, stainless steel, and molded sawdust.

January 2023 - May 2023 USA

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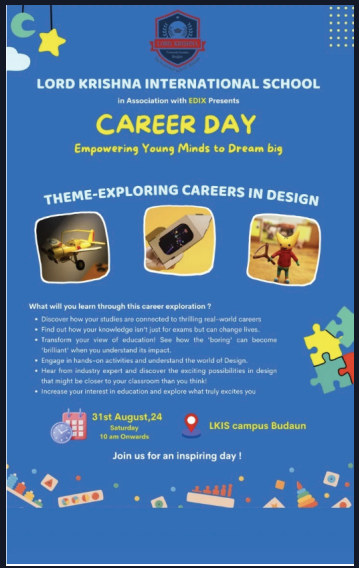

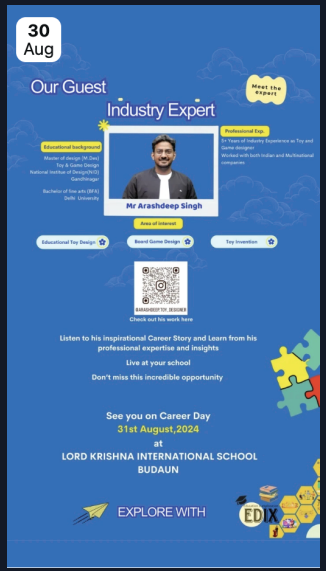

It was an honor to be invited as an Industry Expert for Career Day at Lord Krishna International School, in association with EDIX.
The session focused on exploring careers in design and helping young minds understand the power of creativity, curiosity, and learning through play.
I shared my journey as a Toy and Game Designer, highlighting how ideas evolve into real products through design thinking and innovation.
Students were introduced to the world of educational toy design, board game design, and toy invention.
The interaction encouraged them to see learning beyond textbooks and discover how design connects education with real-world impact.
It was inspiring to witness the enthusiasm, questions, and imagination of the students.
Career Day served as a reminder that design is not just a profession, but a way of thinking and problem-solving.
Grateful for the opportunity to contribute to shaping young perspectives and inspiring future creators.

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Clay, Creativity, and the Quiet Magic of Childhood

Tiny hands dive into mounds of soft clay.
Each squish, squeeze, and roll sparks a new world of wonder.

Shapes slowly emerge-sometimes planned, sometimes accidental, but always meaningful. In the midst of giggles and deep concentration, children mould not just clay, but their imagination into reality. What begins as a formless lump soon becomes an animal, a house, or a dream yet unnamed.

I watched a group of children busily working with vibrant clay, their laughter filling the air. Some shaped simple animals, others built imaginative castles. One child, completely absorbed, carefully moulded a small clay cat. When he finished, his face lit up with pride and joy.

That moment took me back to my own childhood in the village, where I spent hours playing with clay, free from screens and guided only by my imagination. Those simple experiences shaped how I think, create, and design today.

Watching these children, I was reminded of how essential tactile play is for growth. These moments with clay aren't just playtime; they are the foundation of creativity, problem-solving, and emotional expression.

Sometimes, the simplest materials create the strongest memories.