

Surabhi Singh

I'm Surabhi, a UX designer.
I craft designs infused with emotional intelligence
specializing in user experience, interaction design,
user interface design and visual design.
I put fun in functional :)

Based in New York,
Open to relocation
1+ (640) 204-917
singhsurabhi.design@gmail.com
<https://www.linkedin.com/in/design-surabhi/>

EDUCATION

Master of Fine Arts
Visual Communication
Design
Rochester Institute of
Technology
Rochester, New York, USA

Bachelor of Design
Communication Design
Banasthali University,
Jaipur, India

ACHIEVEMENTS

Volunteered for 47th
WorldSkills Competition in
Lyon, France 2024

Vignelli Center for
Design Studies Summer
Design Workshop
Fellowship awardee, 2024

EQUIP Stipend Recipient,
Work in Maine, 2024

Merit Scholarship, RIT
2022-2024

EXPERIENCE

Creative Design Intern
June 2024-Aug 2024
Freeport, Maine, USA

Multimedia Designer
Nov 2022-Current
New York, USA

Graduate Assistant
Sep 2023-June 2024
New York, USA

Graphic Designer
Nov 2020-June 2022
Delhi, India

L.L.Bean inc

- Conducted competitive analysis and email template redesigns for 2024, presenting strategic insights and visuals to stakeholders, aligning with brand identity.
- Supported retail and direct response teams with catalog edits and retail signage design, ensuring brand consistency and a compelling visual identity across omni-channels.
- Conceptualized and executed retail signage and promotional screens for seasonal campaigns, including a Fall/Winter promotion screen—showcasing adaptability in fast-paced, brand-centric environments.

Finance and Administration, RIT

- Responsible for Project development and production for housing and dining.
- Presenting Design deck to various departments.
- Responsible for Marketing platforms and kiosk.
- Packaged design files for distribution.

New Media—Graphic User Interface, RIT

- Assist in supporting student questions, work, and exploring options to assist in-class production e-commerce website.
- Facilitated UI-UX reviews, critiques and guilds to help develop more effective and functional designs.

Dyeus—Marketing Agency

- Designing marketing assets for social media posts.
- Customer Experience with email newsletters and e-commerce website.

SKILLS

User Experience
Branding
Identity Design
Information Design

Typography
User Research
User Testing
Prototyping

User Strategy
Wire-framing
UI Design
Web Design

TOOLS

Illustrator
InDesign
Photoshop
Lightroom

XD
Autodesk Maya
After Effects
Premier Pro

Cinema 4D
Figma
Microsoft Suite