

# Taashvi Singh

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## OBJECTIVE

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I am Taashvi Singh, a 3rd year User Experience Design Student at MITID, Pune. I love diving into the “why’s” and “how’s” to navigate through intricate design challenges. Using my observational and analytical skills, I strive to transform insights into impactful solutions. Passionate about emerging technologies, I aim to design intuitive experiences that drive positive change in products, services, and business growth. I’m seeking opportunities where I can work in a team-based environment to collaborate and successfully deliver user-centric design solutions.

## EXPERIENCE

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[Neuralix.AI](#), India

[Nov 25' - Jan 26']

### UX Designer | Internship

- Contributed in Revamping EKAM AlaaS product usability for the Indian Army.
- Contributed in designing the User Flow and Wireframing MES Tracker product for the Indian Army.
- Redesigned the Logo and branding for Neuralix India [website](#) and [Linkedin page](#).
- Curated and designed graphic content for Neuralix India [Linkedin page](#).

[EsportzOnly](#), India

[Oct 25' - Present]

### Graphic Designer | Internship

- Managed and created daily graphic content for gaming pages and monitored performance metrics via Meta Business Suite.
- Managed and created content for [Game Burst](#) facebook page, achieving over 10M impressions in 1 month.
- Created content for [Arc Raiders](#), [GTA 6](#), [Fortnite](#) and [Marvel Rivals](#) gaming pages.

[Yellow Slice](#), Thane, India

[Jun 25' - Jul 25']

### Junior UX Researcher | Internship

Conducted UX and service design research across multiple case studies, focusing on behavioral insights and system-level improvements.

- Onboarding Journey (Service Design) – Reimagined the hiring and onboarding experience to enhance emotional connection, clarity, and early team integration; developed future-state journey maps, role alignment rituals, and scalable onboarding systems.
- Digital Well-being (UX Research) – Investigated compulsive use, loss of digital autonomy and behavioral patterns among urban youth, proposed design principles for balancing productivity with well-being in digital interfaces and Operating Systems.
- UPI Experience (UX Research) – Conducted comparative research on user trust, friction points, and flow clarity across major UPI apps; delivered design recommendations for improving intuitive money transfer experiences.

[Apr 25' - Jun 25']

[Cohyve](#), Mumbai

### Product Designer | Internship

- Cohyve is a growing design-tech startup building a streamlined ecosystem for freelance designers and businesses. I worked closely with the founding team to shape product strategy, enhance user experience, and build internal tools to support over 50+ creators and 7+ client brands.
- My role focused on bridging design with business needs, community engagement, and streamlining workflows for creative professionals.
- I worked in a cross-functional setup, closely collaborating with multiple teams. As we grew, I led a small product team and took charge of driving the design strategy.

[Innovascope LLP](#), India

[Oct 24' - May 25']

### Junior UI/UX Designer | Internship

- Worked as a junior UI/UX designer for Innovascope for their TOPS project. TOPS (Team Oriented Problem Solving) is a systematic framework for developing effective standards to solve problems and provide corporate solutions.
- I worked on the TOPS interface to design and improve operational usability and the visual interface of the software.

## EDUCATION

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MITID, Loni Kalbhor, Pune

2023-Present

### Bachelors in Design, User Experience Design(B.Des UXD)

Army Public School, Kirkee

2020-2022

### 12th - Senior Secondary Examination (PCBM)

Army Public School, Kirkee

2019-2020

### 10th - Secondary Examination

## EXTRA-CURRICULAR

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- **Co-Author on Paper for IndiaHCI25' - IIITD:** Beyond the Turing Test: Assessing the Authenticity of AI-Generated Qualitative Data in HCI
- **Co-Author on Paper for ICORD25' - IITH:** The Collaborative Interplay Between Data Science and UX Research for ICORD25' at IIT Hyderabad.
- **Selected in top 6 Teams - SAP Impulse 2025 Design Challenge - (Fintech Track)**
- **Core Member - ACM SIGCHI Student Chapter of our college**
- **Core Member - Prelude:** Member of the Graphic Design Department of our college's music club - Prelude

## SKILLS

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- Proficient in Figma, Adobe Photoshop, Adobe XD, Adobe After Effects, Blender, IBM SPSS
- Basics of HTML, CSS and Javascript
- User Research, Data Visualization, Statistical Data Analysis, Wireframing, Information Architecture, Prototyping, Usability Testing
- Strong problem solving, critical thinking, team building, collaboration & organizational skills
- Excellent communication skills with proficiency in Hindi and English