

PRAJ SINGH

Experience Designer

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SUMMARY

Product Designer with experience in UX/UI, product design, design research, and interaction design. Skilled in understanding user needs, identifying design opportunities, and translating research into intuitive digital and physical experiences.

WORK EXPERIENCE

Design Lead - *Pickd India (Marketing Agency)* 2024 - Present

- Learned and grew as a designer while working alongside a dedicated team on diverse creative projects.
- Worked on AI automation, workflow automation, and technology-driven systems to improve creative and business processes.
- Worked closely with the team across projects, learning from different disciplines while contributing to collaborative problem-solving and execution.

Visual Designer & Content Writer - *CCDT (NGO)* May 2025 - June 2025

- Worked across visual communication, branding, digital content, publication design, campaign design, and social media.

Design & Experience Designer - *Admire Infra Merchandise Pvt Ltd (Real Estate)* Nov 2024 - Mar 2025

- Designed the brand identity and end-to-end service experience for a 50+ tent hospitality project at Maha Kumbh 2025, spanning visual communication, environmental branding, wayfinding, signage, and visitor touchpoints.
- Mapped frontstage and backstage experiences across guests, hospitality teams, vendors, and operations, translating stakeholder needs into cohesive service journeys and on-ground systems.
- Contributed to technology-enabled hospitality workflows, including booking, guest management, and automation opportunities to streamline operations and improve the visitor experience.

EDUCATION

Bachelor of Design (Humanising Technology) - *School of Design, SVKM's NMIMS, Mumbai* 2023 - 2027

12th Schooling, Prep-12th - *St. Joseph's College, Prayagraj* 2009 - 2022

TOOLS

Web & Music: Figma • Framer • Webflow • Spline • WordPress • Logic Pro X

Graphic: Photoshop • Illustrator • Affinity • After Effects • DaVinci Resolve

3D: Spline • Shapr 3D • Fusion 360 • Twinmotion • Blender

AI: Claude • Cursor • Vibe-coding Platforms • AI Automation • AI Infrastructure • AI Workflows

SKILLS

Brand & Marketing Strategy: Brand Identity Design • Visual Direction • Brand Systems • Campaign Development • Marketing Strategy • Communication Design

Product & Experience Design: Product Design • UX/UI Design • Service Design • Experience Design • Interaction Design • Information Architecture • User Journey Mapping

Research & Design Process: Design Research • User Research • Wireframing • Prototyping • Usability Testing • Design Systems

LANGUAGES

Hindi • English

PROJECTS

KALA - Service ecosystem for emerging and independent artists - improving visibility, portfolio building, discovery, and connections with buyers, galleries, and curators.

SHELFY - Smart home pantry system integrating modular products, IoT-enabled inventory tracking, and a connected experience for seamless pantry management.