

Pallavi Singh

Creative **UX & Brand Designer** trying to balance purpose with meaning, crafting designs that tell stories and create impact.

+91 8905790534 ✉ singh.pallavi.des@gmail.com

EXPERIENCE

User Experience & Interface Design

SMD Silk Mill | Aug 2024 - Nov 2024

Website Design, Content Strategy, Visual Storytelling

Transformed a heritage textile brand's online presence, improving brand perception, storytelling, and global reach.

Cosmium AI | 9 Oct 2024 - 24 Oct 2024

Website Design, Visual Content Creation

Designed the website and visual assets, ensuring a seamless user experience with clear information hierarchy.

NGO Skoolam | Mar 2024 - May 2024

Website Design, Content Strategy, Visual Design

Created a donor-friendly platform with a seamless UX, improving trust, transparency, and user engagement for an NGO.

Dr. Singh Homoeo | Sep 2022 - Jan 2023

Website Design, Research & Analysis, Content Strategy

Designed a user-friendly website for a homeopathy clinic, enhancing accessibility, trust, and digital patient engagement.

Brand Strategy & Visual Identity

Create Sutra Design Studio | Aug 2024 - Sep 2024

Logo Design, Brand book, and Style guide creation

Creating a logo that speaks for the brand before the brand even speaks, leaving an impression of their expertise and creative vision.

Mouse & Cheese Design Studio | Jun 2024 - Jul 2024

Visual Storytelling, Brand Research, Graphic Design

Assisted in branding, and digital design projects, contributing to storytelling, layout design, and creative direction.

Govt. of NCT Delhi | Aug 2022 - Sep 2022

Concept Development, Symbol Design, Collaborative Project

Developed a symbol of empowerment for women drivers, reinforcing brand recognition, visibility, and social impact.

Dr. Singh Homoeo | Mar 2021 - Jun 2021

Brand Strategy, Visual Identity, Collateral Design

Transforming a 35+ year-old clinic into a recognizable brand where every element carries the trust and care that lies in their core.

EDUCATION

Pearl Academy Jaipur, B.Des

2021-2025

Bhatkhande Sangit Vidyapith, M.A. in Kathak, Lucknow

2022

Brightlands Girls, Senior Secondary

2021

Bhatkhande Sangit Vidyapith, B.A. in Kathak, Lucknow

2019

SKILLS

Research & Strategy

Competitor Analysis, A/B Testing, Data-Driven Design, Human-Centered Design, Brand Positioning, User Psychology.

Experience & Interaction Design

UX/UI Design, User Research, Wireframing, Prototyping, Information Architecture, Journey Mapping, Usability Testing, Design Systems.

Visual & Brand Design

Brand Identity, Typography, Packaging, Storytelling, Website Design, Marketing Collateral, UI Animation.

Software & Tools

Figma, Adobe XD, Framer, Photoshop, Illustrator, InDesign, After Effects, Adobe Premiere Pro, Notion.

ACHIEVEMENTS

Excellence Award | 2023

Academic Excellence, Pearl Academy Jaipur

First Division, M.A. in Kathak | 2022

Bhatkhande Sangit Vidyapith Lucknow

First Division, B.A. in Kathak | 2019

Bhatkhande Sangit Vidyapith Lucknow

SOFTWARE EXPERIENCE

