



# Harwinder Singh

Visual & Experience  
Designer

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Experience Designer with expertise in AI-native UX, speculative design, and interactive prototyping. Proficient in Claude Design and Anthropic's multimodal AI tools — applied in production projects including Mitbringen, a digital infrastructure prototype built with Claude. Currently completing an M.A. in Visual & UX Design at UE Potsdam. Fluent in Figma, Framer, After Effects, and generative design workflows. Seeking product design or strategic design roles in Berlin.

## SKILLS & TOOL

- **UX & Interaction:** User Research, Wireframing, Prototyping (lo-fi → hi-fi) User Flows, Usability Testing, Accessibility, Interaction Design
- **AI & Emerging Tools:** Claude Design, Anthropic Multimodal AI, DALL-E, Runway, Prompt Engineering (GenAI), Generative Design
- **Design Tools:** Figma, Framer, Miro, Adobe CC (Illustrator, Photoshop, After Effects, Premiere Pro)
- **Craft:** Typography, Layout, Motion & 2D Animation, Visual Storytelling.
- **Psychology-Informed Design Skills:** Behavioral Insights, Human Factors Understanding, Analytical Reasoning, Systems & Behavioral Analysis, Complex Problem Framing

## PROFESSIONAL EXPERIENCE

**Graphics designer | Aug 2021 – Jan 2022, Noida, Uttar Pradesh, India** · Trainee  
AdmitKard

- Elevated brand messaging and increased marketing material effectiveness by 30%, reflecting strong strategic communication and design capabilities.
- Collaborated with cross-functional teams to drive a 25% increase in engagement, emphasizing teamwork and stakeholder alignment.
- Leveraged advanced Adobe software skills to refine graphics, resulting in a 20% rise in customer satisfaction and improved brand perception.

**Motion graphics designer | Dec 2020 – Mar 2021, India** · Internship  
ComicSense.xyz

- Engineered visually captivating motion graphics using Adobe After Effects, achieving a 40% increase in viewer engagement across digital platforms.
- Collaborated closely with marketing teams to align animations with campaign strategies

## EDUCATION

**University of Europe for Applied Sciences (UE)– Potsdam, Germany (October 2024 – Present)**  
Master's Degree in Visual & User Experience Design

**Amity University, Jaipur, India | 2018–2021**  
B.Sc. in Animation & Visual Graphics

## PROJECTS

### Food Clock

How can individuals utilize their priorities to reduce the household food wastage

### Mitbringen

Digital Social Infrastructure for Rural Communities

Built interactive prototypes using **Anthropic's Claude** (multimodal AI) to simulate digital infrastructure scenarios. Conducted user research and developed speculative design interventions for underserved rural contexts.

## LANGUAGE

Deutsch (A2–B1), English (B2–C1)