

ANUPRIA SINGH

PRODUCT INNOVATION DESIGNER

San Francisco, CA, USA
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PROFILE

6+ cross-disciplinary projects • 3 stigma-driven products • ID + UX + Strategy • EI-led design

Product Innovation Designer with roots in Industrial Design, the strategic rigor of Product Management, and the capability of a Senior Designer. I take products from 0→1 by converging systems thinking, user behavior, engineering constraints, and emotional intelligence into clear product direction. My superpower is transforming ambiguity into clarity, enabling teams to move faster, make better decisions, and build meaningful products.

EXPERIENCE

Against — Innovation Fellow, USA · Apr 2025 – Oct 2025

0→1 Product Strategy • Systems Thinking • Industrial Design Integration

- Led 0→1 product discovery for emotional-intelligence-driven physical-digital systems, blending **research, behavioral insight, and systems mapping** to define problem spaces and feature hypotheses.
- Developed **decision frameworks** (emotion models, resonance scoring, opportunity matrices) that improved cross-functional clarity by **40%** and accelerated prototype cycles by **30%**.
- Converged industrial design, product strategy, and UX thinking to shape speculative product directions—setting the foundation for MVP sequencing and engineering feasibility.

Advanced Design — Design Assistant + Offsite Contributor, USA · May 2024 – Mar 2025

Trend Mapping • Product Thinking • Insight Synthesis

- Synthesized insights from 50+ global contributors into **product opportunities, innovation themes, and future scenarios** used by design teams worldwide.
- Co-developed the **Triangle of Innovation** framework (Design × Tech × Emotion) that informs your approach to product strategy and 0→1 design.
- Increased community engagement by **20%** through insight-led content that validated new product hypotheses for creator tools and design education.

Milivoja — Industrial Design Intern Serbia · May 2023 – July 2023

Hardware Innovation • Product Requirements • Cross-Functional Alignment

- Identified market gaps and user needs for a cardiovascular wearable, shaping **product requirements** tied to a **\$300K+ first-year revenue opportunity**.
- Created three 0→1 product concepts integrating ergonomics, technical feasibility, and behavioral insights—supporting founder decision-making.
- Delivered CAD + visualization systems that improved engineering collaboration and increased usability clarity by **5–8%**.

Sanjh — Concept Designer India · Oct 2021 – Aug 2022

Behavioral Design • UX Systems • Narrative Architecture

- Designed user journeys and cognitive pacing systems for an 8-episode series, using **behavior mapping + emotional arcs** to guide experience flow.
- Increased viewer engagement by **20%** through iterative hypothesis testing and KPI-based refinement.
- Streamlined team workflows by **10%** using systems thinking, constraints mapping, and cross-functional clarity.

Brahmsworks — Junior Industrial Designer India · Sep 2020 – June 2021

Industrial Design • System Requirements • Product Strategy

- Defined system + product requirements for a modular EV battery platform, improving value proposition by reducing charging barriers by **6–8 hours**.
- Conducted user insight research that informed feature prioritization for a gold-to-currency ATM system (+5% pilot adoption).
- Reduced engineering iteration cycles by **~15%** through convergence of CAD, usability, and feasibility constraints.

EDUCATION

Savannah College of Art & Design (SCAD) — M.A. Industrial Design

Srishti Manipal Institute of Art & Design — B.F.A. Industrial Design

Advanced Visualization — Advanced Design (Certification)

Leveling Up Advanced Cohort — Advanced Design (Certification)

PUBLICATION

Yanko Design — Foldable Device Concept (2023)

Yanko Design — Quadraopus Modular Furniture (2019)