

ANUPRIA SINGH

THE DESIGNER WHO IS

Bridging the triangle of innovation, through technology, product design and human emotion to deliver products that are worth feeling.

EXPERIENCE

Milivoja, Remote – Industrial Design Intern

May 2023 - July 2023

- Led creative ideation for a health-focused wearable device, producing three innovative concepts through secondary research, trend analysis, and user-centered design.
- Conducted market analysis and competitor benchmarking to strategize differentiation for a cardiovascular health monitoring wearable, projecting \$300,000 in first-year revenue.
- Defined product requirements and user personas in collaboration with cross functional teams, focusing on user-centric design specifications.
- Utilized Procreate and Rhino for advanced visual development, including 3D models and photorealistic renderings, from concept to prototyping.
- Enhanced user experience and brand identity with a cohesive visual language in color, materials design, iconography, and layouts, aiming for a 5% increase in user reach and revenue.

Sanjh, India – Concept Designer

Oct 2021 - Aug 2022

- Orchestrated end-to-end development for the "Sleep" series, from conceptualization to storyboarding 8 episodes, using Procreate for digital drafts and Premiere Pro for assembly.
- Collaborated with writers and directors for seamless visual and UX integration, aligning with narrative goals to boost viewer engagement by 20% for the series teaser.
- Revamped storyboard production processes, establishing new standards that improved narrative clarity and visual coherence, enhancing team efficiency by 10%.

Brahmworks, India – Jr. Industrial Designer

Sep 2020 - June 2021

- Led the design of a swappable EV battery system, reducing charging times by 6-8 hours and enhancing long-distance travel, setting a new industry standard.
- Utilized organic design inspiration and extensive user research to ensure the system's functionality and aesthetic appeal.
- Developed a secure, user-friendly ATM system for gold-to-currency transactions with Rhino, increasing user reach by 5% through advanced safety features and intuitive interfaces.
- Created an ergonomic furniture set with traditional East Japanese joinery, optimized for flat-pack shipping and hassle-free assembly, using KeyShot renders and user testing.
- Directed the digital launch of the furniture set, implementing UX-focused website enhancements to achieve a 10% web traffic increase and \$20k in revenue within the first month.

EDUCATION

Savannah College of art and design – M.A Industrial Design

Sept. 2022 - March 2024 , Savannah, USA

Srishti Manipal college of art and design – B.F.A Industrial Design

Sept. 2016 - June 2020 , Bangalore, India

CERTIFICATIONS

Advanced Visualization Methods – Advanced Design

Leveling up Advanced Cohort – Advanced Design

SKILLS

Problem Solving, Market Analysis, Design thinking, Research, Sketching, Prototyping, Modeling and sculpting, UI/UX, Human centered Design, CAD and technical drawing, Communication, Presentation

SOFTWARES

Adobe Photoshop, Adobe indesign, Adobe Illustrator, Adobe XD, Figma, Procreate, Rhino, Fusion 360, Keyshot, Adobe premiere pro

PUBLICATIONS

Yanko Design

- [BOOK-LIKE FOLDABLE DEVICE CONCEPT REPLACES FIVE COMPUTER AND MOBILE ACCESSORIES BY JC TORRES 02/12/2023](#)
- [THE QUADRAOPUS IS ANY SORT OF FURNITURE YOU WANT IT TO BE BY SARANG SHETH 02/08/2019](#)