

# Hello,

I'm **Anusha Singh**, Interaction Designer from India. An obsessively **organised person**, living the dream of **traveling the world** and working towards being a **minimalist**.

After starting my career as a Graphic Designer, I got fascinated with the evolving field of Interaction Design. Pursuing my interests, I worked as a UI/UX designer across multiple industry verticals in India. During this phase, I realised the need to get a formal grounding in human-centric design methodologies. So, after 5 years of work experience I went back to the classroom to earn a Masters degree in Interaction Design. I am currently completing an internship with Frog Design at their Milan Studio.

## Education and Experience

- Frog Design, Milan (Sep'18 - Mar'19)**  
IXD Intern  
Design consultation projects for some of the largest healthcare logos in Europe, like Gruppo San Donato and Novartis
- Master in Interaction Design (Dec 17 - Dec 18)**  
Domus Acadmey-NABA, Milan, Italy  
Secured admission scholarship and graduated with honors (**cum laude**) for overall academic achievement
- Goqii (Apr'16 - Apr'17)**  
UI / UX Designer  
Designed the Goqii mobile application (Android and iOS) within an agile framework. Led the UI/UX efforts with single ownership of all major design deliverables.
- Purple Squirrel (Oct'15 - Dec'15)**  
UX Consultant  
Revamped the website design for improved aesthetics and optimized user navigation. Designed the platform for a new product which helps showcase student portfolios to the industry.
- Bewakoof (Sep'13 - Sep'15)**  
UI / UX Lead  
Led a team of designers to conceptualize and execute the design elements of the e-commerce portal across all platforms - web, mobile and app.
- Myntra (Jun'12 - Jun'13)**  
Visual Auditor  
Worked with the team of designers in the art direction department to create guidelines for maintaining the aesthetic appeal of the website.
- Ogilvy (Apr'11 - June'11)**  
Art Intern  
Worked on brands like Cadbury's, Bingo and Rmz builders for their ad campaigns, as an intern.
- Bachelor of Design (Apr'08 - May12)**  
Fashion Communication  
National Institute of Fashion Technology, Bangalore
- 10, 10+2**  
Physics, Maths, Chemistry  
Sunbeam English School, Bhagwanpur, Varanasi

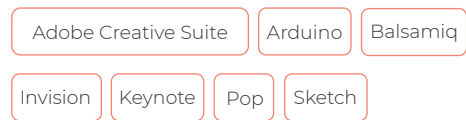
## Contact

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## Tools



## Competencies

### Design

Persona, Storyboarding, Information Architecture  
Wireframing, Prototyping

### Research

Interview, Mind Mapping, Contextual Inquiry, Comparative Analysis, Survey

## Recognitions

### Master with Honors

Scored 110/110 and secured honors in Masters at Domus Academy

### Winner (2nd)

Vodafone Italia - TOBi Hackathon

### Scholarship

Amongst top 3 candidates to secure academic scholarship for the Interaction Design course at Domus Academy, Milan

## Interests

### Currently Reading

Don't make me think - Steve Krug, Lowland - Jhumpa lahiri

### Currently Watching

The Crown, Tidying up with Marie kondo

### Currently Planning to travel

To France and Spain