

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. Post Masters, I worked at frog Milan and have then moved to Bangalore studio.

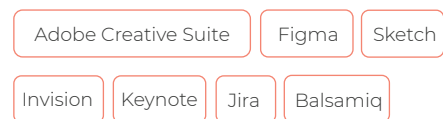
Education and Experience

- Frog Design, Bangalore (Apr'19 - Present)**
Sr. IxD
Collaborating with multicultural teams to build product and services for leading brands in IoT and Edutech.
- 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 Global Pharma company.
- 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

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

Mismatch by Kat Holmes, Interpreter of Maladies - Jhumpa Lahiri

Currently Watching

The Crown

Currently Planning to travel

To some Beach