

Tanisha Singh

User Experience Designer

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EDUCATION

2022–2023

M.A

Design Informatics

The University of Edinburgh

Grade Merit

2019–2021

M.A

Design Practices

Srishti Institute of Art, Design and

Technology

CGPA 7.01/10

2016–2019

B.A. (Hons.)

Liberal Arts & Humanities

Major in Psychology

O.P Jindal Global University

CGPA 6.5/8

Most creative student 2018–2019
(University Award)

SKILLS

User Experience

Wireframing

Prototyping

User Research

Persona Development

Usability Tests

Information Architecture

Visual Identity

Graphic Design

Data Visualisation

TOOLS

Adobe XD

Figma

Photoshop

Illustrator

InDesign

Lightroom

Python (Basics)

Tableau (Basics)

EXPERIENCE

Whisky Merchants Trading Ltd

FEB/24– PRESENT

UX and Digital Designer

- **Website Redesign & Management:** Led the website redesign, aligning with new brand guidelines and incorporating 50+ bottlings and 300+ blog posts for cask 88. Managed the Ralph Steadman x Cask 88 project, creating digital assets with a 70% sell-out in the first week.
- **SEO Management:** Developed and implemented SEO strategies.
- **Digital Design & Creative Collaboration:** Designed newsletters and social media posts to support marketing initiatives, managed an overseas technical team, and partnered with Lane Agency to develop content, participate in performance reviews, and create sales materials and Meta ads.

Doodleblue Innovations

NOV/21–SEP/22

UI/UX Designer

- Designed innovative and user-friendly digital solutions for renowned organizations including Bain & Company and Prodiان Infotech.
- Focused on enhancing user experiences and creating intuitive interfaces.
- Collaborated with cross-functional teams to deliver creative design solutions that addressed unique challenges.
- Maintained a strong passion for user-centric design and consistently achieved exceptional results.
- Fostered positive relationships with clients, ensuring high-quality deliverables.

Impact Edge Lab

JUL/20–SEP/20

UI/UX Design Intern

- Collaborated with a small team of designers to revamp the organization's website, effectively communicating its goals and mission. Responsibilities encompassed creating visuals, information architecture, wireframes, copywriting and prototyping.
- Spearheaded the creation of a comprehensive digital journal comprising nearly 100 past projects. This initiative enabled seamless access and navigation for users seeking to review the portfolio of work.

Lowé Lintas

DEC/19–FEB/20

Design Intern

- Collaborated closely with a design team on various projects, providing valuable assistance.
- Played a key role in the revival of Britannia's successful "Britannia Khao World Cup Jao" campaign, redesigning the logo and creating visually appealing posters and mockups. Actively contributed to brainstorming sessions.
- Supported shoots for unicorn client Swiggy and MilkBikis, ensuring smooth operations and delivering high-quality results. Also involved in post-production processes for refining and finalizing deliverables.

United Way of Bengaluru

DEC/17–FEB/18

Research Intern

- Contributed to the "Born Learning Programs" by developing and piloting a digital design system for ASHA (Accredited Social Health Activist) workers. Conducted site visits to Anganwadi Centres (rural mother and childcare centres) to gather feedback via interviews with staff and ASHA workers. The digital design system being developed by us was aimed to assess centre functionality and identity requirements.