

Sudhanshu Singh

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Skills

Design & UX: User Research, Information Architecture, Wireframing, Prototyping, Usability Testing, UI/UX Design, Interaction Design, Visual Design, Accessibility

Research & Testing: User Interviews, Comparative Usability Testing, Heuristic Evaluation, A/B Testing, Competitive Audits

Tools & Platforms: Figma, After Effects, Premiere Pro, Rive, Illustrator, Spline, Blender

Motion Design: Visual Storytelling, Keyframing, Easing/Timing, Product Animation

Work Experience

Waysorted, New Delhi

Mar 2025 - Present

Product Designer, Co-founder

- Led end-to-end UX for an AI workflow Figma plugin: audited 100+ competitor tools and ran 10+ user interviews to define a prioritized feature set grounded in real designer workflows.
- Validated design decisions with 30 designers, including senior professionals with 10+ years of experience — achieving a 79% positive experience rating, 64% confirmed productivity gain, and 93% beta opt-in, driving 600+ users at launch.
- Designed and iterated within a fixed 1033×240px canvas constraint, applying information architecture and visual design principles to keep the interface minimal and intuitive.
- Extended the UX work into motion design for product marketing, producing animated content that reached a 170k+ subscriber audience.
- **Tools:** Figma, Rive, After Effects, Antigravity.

Mazout Electric, Delhi

Aug 2024 - Oct 2024

Product Designer

- Designed the first mobile UX for an autonomous EV powertrain unit in India with no existing interface precedent, owning app architecture, information architecture, and UI from scratch.
- Worked closely with engineers to understand system behavior and translate real-time telemetry (speed, torque, battery, voltage) into a mental model non-technical fleet operators could read at a glance.
- Ran comparative usability testing (dark/technical vs. light/minimal) and selected the direction optimized for fast, at-a-glance reads under operational conditions.
- Designed full user flows including edge cases and failure states (e.g., authentication failure, integration success), validated through client-proxy feedback.
- **Tools:** Figma, Spline, Blender, Illustrator.

Gen AI Summit 2025, New Delhi

Dec 2024 - Mar 2025

Creative Head

- Led design across every digital and printable touchpoint for the conference, designing a cohesive visual and motion identity from concept to execution. Tools: Figma, After Effects, Premiere Pro, Illustrator.

What if Design, San Francisco

Aug 2024 - Sept 2024

Digital Designer

- Produced motion-based visual summaries of client projects using After Effects, focusing on clear storytelling and information hierarchy. Tools: After Effects, Figma, Illustrator.

Education

Guru Gobind Singh Indraprastha University

Aug 2022 - Jun 2026

Bachelor of Design (B.Des), Interaction Design **CGPA: 8.7/10**

Relevant Coursework: Human-Centered Design, UX Research, Information Architecture, Visual Design Systems, Usability Engineering, Prototyping & Wireframing, Design for Accessibility, Data-Driven Design, Interface Development.

Project Work

- **Interaction Design (2024):** Designed and built an immersive 3D experience for relaxation and mental well-being, focusing on user flow and emotional engagement. Tools: Spline, Figma.
- **Visual Design (2024):** Developed a complete clothing brand identity from concept to final delivery, including logo, color system, typography, and marketing assets. Tools: Photoshop, Blender, Illustrator, Premiere Pro.