Ipshita Singh

Product Designer

Experience

Associate Experience Designer, Adobe

Jul 2022 - Present

- Currently working on the first mile experience for Illustrator on the web.
- Worked on bringing Illustrator's core tools onto the web.
- Designed everyday workflows for Adobe XD.

Experience Design Intern, Adobe

Feb 2022 - Jul 2022

- Conceptualised the mobile application for Adobe Elements.
- Drove the design efforts and collaborated with multiple stakeholders to translate the design concepts into a fully functional app.

Design Resident, Philips

Nov 2021 - Feb 2022

- Got mentored via masterclasses and workshops by design experts from Philips across the globe to learn about design and business in the medical sector.

Product Design Intern, Apna

Oct 2021 - Nov 2021

- Conducted user research and guerrilla testing to define user archetypes for the community vertical.
- Redesigned the onboarding flow for the application.

Design Intern, Tata Elxsi

June 2021 - Jul 2021

- Designed a user friendly interface for an HMI based vending machine for Chaayos
- Worked on feature enhancement Student assistance app for the U.S Embassy.

Projects

RADAR X: Bio-Medical Waste System

Circular Design │ Service Design

- A service that attempts to eradicate the take make and waste model forBio-Medical Waste and create a decentralised network that distributes treatment and encourages material recovery.

Atemo: Assistive Tech for People with Asperger's

Inclusive Design │ User Experience

- Designed assistive tech for people with Asperger's that converts other's emotions into haptic feedback and improves their social communication skills.

Portfolio

https://www.ipshitasingh.com/

Contact

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Education

Delhi Technological University
Bachelor of Design, 2018-2022

Accolades

SSDC'21 by Philips, IBM and EMF
GOLD Winners

Dutch Design Week
Project presentation with Keynote speaker

D'Source Corona Design Challenge
Winning Entry

Skills

- Experience Design
- Interface Design
- User Research
- Service Design
- Business Model Canvas Design
- Product Thinking
- Wireframing and Prototyping
- Storyboarding
- Mural and Wall Art Creation
- 3D modelling and rendering
- p5.js

Tools

- Adobe CC
- Figma
- Proto Pie
- Blender
- Cinema 4D
- Autodesk Fusion 360