

ABHILASHA SINGH

I design experiences.

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Santa Clara, CA, USA

~ 3 yrs. UX/UI

7+ yrs. Visual Communication & Design

Work Experience

Feb'24-Sep'24: Sr. Experience Designer

Giga Fun Studios : Travel Match India

- worked as core member on f2p match3 mobile game
- shipped game in 7months
- contributed towards game conceptualization, UX/UI, user flows, transitions, motion graphics/animations, art concepts, branding, marketing material, video ads, user playtesting
- design system

Jan'23-Jan'24: Experience Designer

Giga Fun Studios : Mili Match

- worked as core member on f2p match3 mobile game
- shipped game in 10months
- contributed towards game conceptualization, UX/UI, user flows, transitions, motion graphics/animations, art concepts, branding, marketing material, video ads, user play-testing
- website design, game logo design, protagonist character development, social media strategy & design
- organizing company wide ux workshops
- used AI to generate images for theme affinity testing to derive what theme of match3 game will deliver high engagement- product planning phase

Sep'21-Oct'22: User Researcher

Playsimple Games: Crossword Jam

- joined as an intern for my graduation project & got converted in 6months for full time
- contributed towards user research, art conceptualizations/visual strategy,
- part of 6 month planning & feature suggestion phase
- identifying problem areas from customer feedbacks & player journeys
- contributed as solo UX towards introducing major feature of collection system within the game
- part of UX workshops

Aug'19-Sep'21: UX+Game Design

Virtual Grid: Space Shooter VR

- worked towards problem identification & possible solution scopes in VR domain
- Major visual revamp, player flows, player feedbacks for - Environment, Enemies, Props, Player
- Introduction of audio & visual feedbacks in VR game

Apr'17-Aug'19: Visual Comm & Design

Purple Square Designs: Freelance

- worked on a variety of projects, ranging from digital design to physical print designs
- Graphic design, motion graphics, ads, social media, brand strategy, websites, marketing, digital art, packaging design
- Client Servicing from various sectors- F&B, Education, Entertainment, Organic foods, Apparel & more

Jan'18-Mar'18: Innovation Manager

Young Edsplorers: Student Exchange

- worked on design strategy, digital media designs, print media designs
- improve interaction strategy with customers while sales visits in schools

Sep'17-Nov'17: Sr. Designer

Blue Beans Marketing: Client Servicing

- rejoined team on contract basis to work for old clients in F&B industry

Oct'16-Dec'16: Visual Designer

Fella Homes: Real-Estate Housing

- worked on digital & print media designs
- social media strategy & design

Apr'16-Jul'16: Graphic Designer

Blue Beans Marketing: Client Servicing

- worked on digital & print media designs
- various F&B clients

Sep'15-Mar'16: Designer

Grofers(now Blinkit): Ecommerce

- contributed towards app based resources & designs

Education

2019-2023: Masters of Design

National Institute of Design, Bangalore

Specialization: Digital Game Design

2011-2015: Bachelors of Technology

Guru Gobind Singh Indraprastha University, (NIEC)

Specialization: Computer Science

2009-2011: Senior Secondary School

Delhi Public School Mathura Road, Delhi

Specialization: Science with Economics

Skills

- UX/UI
- Figma AI Automation
- AI art generation
- Design Systems
- User Journey/Flows
- User Testing
- Prototyping
- Motion Graphics
- Visual Communication
- Gaming
- Graphic Design
- 2D/3D Modeling
- Animations/VFX
- Social Media Marketing
- Brand Strategy
- Digital Art
- Unreal Visual Scripting
- Basic C++
- Basic HTML



A lil something about me..

Hey there! So, picture this: I'm an engineering whiz on a quest to unlock the ultimate design formula. Along the way, I've dived headfirst into the world of design, learning and experimenting in all kinds of cool industries and roles. This wild ride eventually led me to my alma mater, where I've been on a thrilling adventure of self-discovery in the realm of User Experience & Design! And hey, my quest for that elusive perfect design formula is still very much on - don't worry, if I crack it, you'll be the first to know! 😊

♥ I love to:

