



Ayush Singh

UX/UI DESIGNER

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- 📍 Paris, France
- 🗣 English (Native), French (A2)
Hindi (Native), Gujarati (Fluent)

Eager and passionate UX/UI Designer based in Paris, bringing products and experiences to life – making them easy to remember and hard to forget. With a background in experience and brand design, I'm looking for my next role within the product design space, where I can utilise my 5 years of industry experience and design thinking skills to create inclusive and empathetic user experiences.

CAREER EXPERIENCE

Lead Brand Designer (CDI) - MUD Jeans 2020 - Ongoing | 3 years

- Ensuring the implementation of a compelling and consistent brand image & design system throughout all brand touch points.
- Designed and developed 360° communication campaigns with relevant stakeholders, from initial ideation, to presenting concepts, briefing and roll out.
- Crafted responsive user experiences with a mobile-first mentality while establishing consistent web/desktop interaction patterns, using low-code / no-code tools like Shogun.
- Contributed to the creation, organization and distribution of project style guides, pattern libraries and asset repositories.
- Designed deliverables such as wireframes and mockups for implementation by the partner design agency.
- Cross-functional stakeholder management including brands, employees, agencies and partners like IKEA, Fairphone, Van Gogh Museum, The Body Shop etc.

Communications Designer - L'Adresse Paris Agency 2019 | 7 months

- Developed brand identity along with visual direction of digital communications, website and social media.
- Established visuals such as video thumbnails, promotional graphics, and overlays for online media channels and website.
- Collaborated directly with a web design agency to launch and manage Wordpress based website.

Assistant Designer - JadeBlue Lifestyle 2016 - 2018 | 2 years

- Design lead for products, packaging and branding of denims and knitwear product lines for two in-house brands.
- Extensive work on developing media, POS assets and photoshoot ideas along with marketing and sales teams.
- Acquired project management and communication skills in the fast paced work environment while managing multiple product lines and projects.
- Developed a consistent brand image across physical products and brand's digital touch points.

EDUCATION

Google Career Certificate

UX Design Professional Certificate

2023

Master's Education - IFA Paris

Masters in Business Administration (MBA)

(Award for Academic Excellence)

2018 - 2020

Bachelor's Education - NIFT

Bachelor of Design (B.Des)

2012 - 2016

Authorized to live & work in France.

KEY SKILLS

Design Thinking, Wireframing, Interaction Design, UI Design, Collaboration, User Testing, Information Architecture, Prototyping, Empathy, User Research, Brand Design

SOFTWARES

Adobe Creative Suite : Illustrator, Photoshop, Premier Pro, InDesign, Adobe XD

Figma, Figjam, Shogun, Shopify, Wix, Slack, Asana, ChatGPT, Keynote, Miro, Microsoft Office

Get in touch on LinkedIn. 