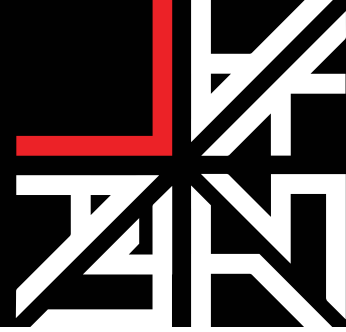


Lakshya Singh

Visual Designer / Art Director



+91 7903497592

lakshyap@gmail.com

Work Experience

Visual Designer (Product)

July '23-Present

Jar / ChangeJar

Currently working in the retention pod in the core product team. Building design systems to make a memorable product and creating visual assets alongwith the User Interface design across the app verticals.

Sr. Visual Designer (Brand & Strategy)

July '21-June '23

Scaler

Lead the foundation team to build Scaler USA's brand. Looked after video production & brand design end-to-end. Worked on the Scaler identity rebrand from scratch. Created designs for multiple marketing campaigns in both Digital and OOH formats. Built design systems for several internal sub-identities while working with pods of brand, production, community, and more.

Brand Designer/Print Designer

October '20-July '21

Auster WIP

Developing merchandise for the brand with creators worldwide, namely DJs like Madstar Base and Killa P, to radiostations like Boxout FM. Also worked to guide the visual language of the brand across platforms, digital and IRL.

Graphic Designer/Intern

December '19-October '20

Origin

Graduation project for NIFT. Produced two print design collections based on global pop cultural themes. Created 150+ print designs for RTW line, over the course. Continued post internship with a PPO.

Illustrator

December '18-December '20

The Scribbled Stories

Working on brand collaborations with P&G India, Sony Pictures India, Bumble India, Vicks and multiple in-house creatives.

About

A budding type designer and an enthusiastic visual design geek. I'm for all things beautiful, and all things informative. Finding myself somewhere between the amalgamation of art & design, the polymath in me is always satisfied with the multi-discipline projects I keep taking up. Composing beautiful layouts and guiding the eye are the principles I keep on the throne. On the lookout to innovate in the design space which delivers outcomes that impact numbers.

Education

National Institute of Fashion Technology

Bachelor of Design (B.Des)

July 2016-May 2020

A graduate of the first COVID-era batch, with specialisation in Fashion & Lifestyle Accessory Design. Working on product development including but not limited to, service, industrial products, furniture, etc.

St. Xavier's High School (Patna)

Radiant International School (Patna)

Tools & Skills

Ps

Ai

Ae



Id

Visualisation & Representation
Design Strategy
Storyboarding
Multi-media Production
Visual Direction
Type Design



Scan the QR Code to access online portfolio.
Else click on <https://www.lakshyapratapsingh.com>