

# Lakshya Singh

Visual Designer / Art Director



+91 7903497592

[lakshyap@gmail.com](mailto:lakshyap@gmail.com)

## Work Experience

Sr. Visual Designer (Brand & Strategy)

July 21-Present

### Scaler

Currently, working in the foundation team to build Scaler USA in Brand team. Looking after video production & brand design end-to-end. Helped launch multiple marketing campaigns & worked on the identity rebrand from scratch for brand and several internal sub-identities.

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

December 19-October 20

### The Strategists

Managing assets for brands like Origin Clothing, Almost Gods, Morethanray, Beyond Underwear. Handling marketing collaterals both digital & on-ground.

Graphic Designer/Intern

December 19-October 20

### Origin

Graduation project for NIFT. Produced two print design collections based on topics around the world. Created 150+ regular print designs 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>