Lakshya Singh

Visual + Product Design

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Work Experience

Senior Product Designer — July ’25-Sep ‘26

SafeGold

Led a team of 3 in B2C. Worked on shifting the WebApp to Hybrid App environment. Developed a scalable design system & lead product and often visual design initiatives to build a better user experience for a new B2C product. Provided global team with consultancy from time-to-time.

Visual + Product Designer — July ’23-June’25

Jar / ChangeJar

Worked in the Retention Pod in the core product team. Built a design system with team to create cohesion across & consistently created visual assets along with the User Interface design through the app verticals.

Sr. Visual Designer (Brand & Strategy) — July ’21-June ’23

Scaler

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

Brand Designer/Print Designer — October ’20 -October ’21

Auster WIP

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

Illustrator — December ’18-December ’20

The Scribbled Stories

Worked on brand collaborations with P&G India, Sony Pictures India, Bumble India, Vicks and 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 while impacting numbers in the name of user experience. Building a type library called Akshar

Education

National Institute of Fashion Technology

Bachlor of Design (B.Des) — July 2016-May 2020

A graduate of the first COVID-era batch, specialised 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

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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