

ANURPIA SINGH

INDUSTRIAL DESIGNER

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PROFILE

I'm Anupria Singh, an Industrial Designer specializing in human-centered, experience-driven innovation. With 3+ years of experience in industrial design, UX/UI, and sustainable product development, I merge technology, design, and emotion to create impactful solutions. My work has been published in Yanko Design, recognized for its storytelling and inclusivity in design.

EXPERIENCE

Advanced Design, USA — Design Assistant

May 2024 - Present

- Engaged with 50+ designers and professionals through industry discussions, workshops, and mentorship initiatives focused on human-centered design and innovation.
- Assisted in curating and promoting design resources, helping increase engagement with educational content by 20% through discussions on advanced visualization, UX/UI, and product innovation.
- Contributed to community-driven projects, collaborating with designers in the Advanced Design network to explore emerging trends and future-forward design approaches, resulted in innovation of the triangle framework.
- Participated in thought leadership activities, attending live sessions and contributing to conversations on sustainable design, emotional intelligence in products, and industry evolution, reaching a community of 10,000+ designers worldwide.

Milivoja, Serbia — Industrial Design Intern

May 2023 - July 2023

- Led creative ideation for a health-focused wearable device, producing three innovative concepts through secondary research, trend analysis, and user-centered design.
- Conducted market analysis and competitor benchmarking to strategize differentiation for a cardiovascular health monitoring wearable, projecting \$300,000 in first-year revenue.
- Defined product requirements and user personas in collaboration with cross functional teams, focusing on user-centric design specifications.
- Utilized Procreate and Rhino for advanced visual development, including 3D models and photorealistic renderings, from concept to prototyping.
- Enhanced user experience and brand identity with a cohesive visual language in color, materials design, iconography, and layouts, aiming for a 5% increase in user reach and revenue.

Sanjh, India — Concept Designer

Oct 2021 - Aug 2022

- Orchestrated end-to-end development for the "Sleep" series, from conceptualization to storyboarding 8 episodes, using Procreate for digital drafts and Premiere Pro for assembly.
- Collaborated with writers and directors for seamless visual and UX integration, aligning with narrative goals to boost viewer engagement by 20% for the series teaser.
- Revamped storyboard production processes, establishing new standards that improved narrative clarity and visual coherence, enhancing team efficiency by 10%.

Brahmsworks, India — Jr. Industrial Designer

Sep 2020 - June 2021

- Led the design of a swappable EV battery system, reducing charging times by 6 - 8 hours and enhancing long-distance travel, setting a new industry standard.
- Utilized organic design inspiration and extensive user research to ensure the system's functionality and aesthetic appeal.
- Developed a secure, user-friendly ATM system for gold-to-currency transactions with Rhino, increasing user reach by 5% through advanced safety features and intuitive interfaces.
- Created an ergonomic furniture set with traditional East Japanese joinery, optimized for flat-pack shipping and hassle-free assembly, using KeyShot renders and user testing.
- Directed the digital launch of the furniture set, implementing UX-focused website enhancements to achieve a 10% web traffic increase and \$20k in revenue within the first month.

EDUCATION

- Savannah College of Art and Design (SCAD), USA — M.A. Industrial Design (2024)
- Srishti Manipal College of Art and Design, India — B.F.A. Industrial Design (2020)
- Advanced Visualization Methods — Advanced Design - Certification
- Leveling up Advanced Cohort — Advanced Design - Certification

SOFTWARES

Procreate, Rhino, Fusion 360, Solidworks, Blender, Keyshot, Adobe Photoshop, Adobe Indesign, Adobe Illustrator, Adobe XD, Figma, Premiere pro

PUBLICATIONS

Yanko Design

- [BOOK-LIKE FOLDABLE DEVICE CONCEPT REPLACES FIVE COMPUTER AND MOBILE ACCESSORIES BY JC TORRES 02/12/2023](#)
- [THE QUADRAOPUS IS ANY SORT OF FURNITURE YOU WANT IT TO BE BY SARANG SHETH 02/08/2019](#)