

# VIKAS SINGH

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Creative designer with experience in visual identities, user-friendly interfaces, and applying design thinking. Proficient in visual communication, branding, and user-centered design.

## EXPERIENCE

### Visual Design Intern

Dehaat

Jan 2025– Apr 2025 • 4 Months

Worked on the dehaat's retail brand guidelines. Conducted in-depth user-centered design testing and research with farmers, with a specific focus on optimizing MDC designs. Optimized workflows using AI and creating scripts in Adobe illustrator, reducing turnaround time.

### Product Designer (UI UX Design)

Winikart

Jan 2024– Oct 2025 • 10 Months

Designed a user-friendly e-commerce website ([winikart.com](http://winikart.com)), focusing on intuitive navigation and visual appeal. Created custom visuals aligned with the brand's identity. Enhanced UI/UX, increasing conversions by 21.3%. **Implemented on-page SEO**, growing organic traffic by 28%.

### Communication Designer

Beatroute Services LLP

Jun 2022– Nov 2022 • 6 Months

As a Communication Designer, I contributed to three sub-brands: **The Dope.news**: Created graphics and illustrations for articles, enhancing their visual impact.

**Experience-cece**: Developed marketing strategies, social media creatives, and ad campaigns, resulting in **2x page growth**.

**Travel.earth**: Worked on the UI of the company website, aimed at increasing their online presence & user traction.

Live Website: ([travel.earth](http://travel.earth))

### Founder– Content & Growth Strategy

Betawriters

Nov 2020– Sep 2023 2 Years 10 Months

Built a content platform that attracted **20+ regular writers** and In Nov 2021 revamped the website, focusing on improved SEO and UI which improved user satisfaction, reaching **50K+ monthly users** with a **reducing bounce rate to 42% from 67% and receiving 12+ weekly submissions**.

Live Website: ([Betawriters.com](http://Betawriters.com))

## STRENGTHS

### User Research & Analytics

I use user research and data analysis to inform design decisions and improve user experience.

### AI Tools Proficiency

I effectively integrate AI tools into my design process to improve efficiency and explore creative solutions.

**Tools: ChatGPT, Midjourney, Uizard**

## EDUCATION

### B.Des Fashion Communication

2021– 2025 | NIFT Kangra

CGPA: 8.5 (Till Sem 7)

### Graphic & Communication Design

2020– 2021 | NIFT New Delhi

Grade: A

## KEY ACHIEVEMENTS

### President, Design Club

Jan 2023– Mar 2024 • NIFT Kangra

Held multiple leadership roles in design focused events and clubs, fostering collaboration and driving successful outcomes.

### Creative lead for Trigarth Art Festival

Jan 2023– Mar 2024 • Himachal Government

Contributed to the visual promotions for the Trigarth Art Festival, showcasing regional talent.

## SOFT SKILLS

Illustrator Photoshop Figma

DaVinci Resolve Wordpress

## PROJECTS

### Design Consultant, HPCA Dharamshala (ICC World Cup 2023)

Designed creatives and developed marketing plans for HPCA and **BookMyXperience** at events such as ICC World Cup 2023 and India Test Match 2024.

### Rebranding ISRO

Redesigned the visual identity for ISRO, including logo and collateral materials.

### Logo Design IISER Bhopal Science Club

Designed a visually striking logo for a prominent organization.