

Sudhanshu Singh

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Skills

Design & UX: User Research, Motion Design, UI/UX Design, Usability Testing, Wireframing, Prototyping, Visual Design, Information Architecture

Motion Design: Visual Storytelling, Keyframing, Easing Timing, Motion for Social Media, Product Animation

Tools & Platforms: Figma, After effects, Premiere Pro, Rive, Illustrator, Spline, Blender

Research & Testing: User Interviews, A/B Testing, Heuristic Evaluation, Usability Analysis

Work Experience

Waysorted, New Delhi

Mar 2025 - Present

Product and Strategy

- I lead product strategy, UX design, and system design at Waysorted, working on how the product is structured, how workflows function, and how tools can reduce complexity instead of adding to it.
- Led motion design for product marketing, creating high-quality animated reels and visual content for social media
- Figma, Rive, After effects, Antigravity.

Gen AI Summit 2025, New Delhi

Dec 2024 - Mar 2025

Creative Head

- Was responsible for leading design of every element for the conference (Digital + Printable)
- Directed and executed motion graphics for event branding, including speaker intros, background visuals, and social media animations
- Designed cohesive motion identity across digital and physical touchpoints
- Figma, After effects, Premiere Pro, Corel draw, Illustrator.

What if Design, San Francisco

Aug 2024 - Sept 2024

Digital Designer

- Produced motion-based visual summaries of projects using After Effects, focusing on storytelling and clarity
- After effects, Figma, Illustrator.

Mazout Electric, Delhi

Aug 2024 - Oct 2024

Product Designer

- Designed the Interface of the X1 App (Mobile application) from scratch.
- Also guided the visual identity for Mazout Electric.
- Figma, Spline, Blender, Illustrator.

Education

Guru Gobind Singh Indraprastha University

Aug 2022 - Jun 2026

Bachelor of Design (B.Des), Interaction Design

CGPA: 8.7/10

Relevant Coursework: Human-Centered Design, Motion Design, Sequential Narrative, Interaction Design, UX Research, Information Architecture, Visual Design Systems, Usability Engineering, Prototyping & Wireframing, Design for Accessibility, Data-Driven Design, Basics of Machine Learning for UX, Interface Development, Communication Design

Project Work

- **Motion Graphics - Apple-Inspired Product Ad (2024):** Created a cinematic product advertisement inspired by Apple's design language, focusing on minimal transitions, precise timing, and product storytelling using After Effects Tools Used: After effects.
- **Interaction Design (2024):** Designed and built an immersive 3D experience aimed at promoting relaxation and mental well-being, focusing on user flow and emotional engagement. Tools Used: Spline & Figma.
- **Visual Design (2024):** Developed a complete clothing brand identity from concept to final delivery, including logo, color system, typography, and marketing assets. Tools used: Adobe Photoshop, Blender, Adobe Illustrator, Premiere Pro.