

# SHIKHA SINGH

Visual & Interaction Designer

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## WORK EXPERIENCE



### PARSONS SCHOOL OF DESIGN

New York City, USA

Research / Teaching Assistant

January 2016 - Present

Creativity and Computation;

Intro to HTML/CSS and JS (For Bachelors programs)

### XXiX

New York, USA

UX / Motion Designer

February 2017 - Present

### VIDROVR

New York, USA

UX Designer / Researcher

August 2016 - January 2017

### GOOGLE Inc.

Mountain View, USA

UX Design Intern

May - August 2016

Worked in Ads & Commerce UX ;

UI for an Emerging Markets App ;

UX for food services in Google Assistant

### ICONTRACT, WPP Group

Mumbai, India

Art Director

2013 - 2015

Worked on digital accounts:

PepsiCo. India

HSBC

Sony Music India

Star Movies

Star World Premiere

Star Sports

### 17DNORTH

Hyderabad, India

Graphic/Web Designer

2012 - 2013

Worked on both branding and web design projects.

Directed a team of designers on

UI/UX and web design projects.

### McCANN ERICKSON

New Delhi, India

Design Intern

April - June 2011

Worked on FMCG accounts and pitches.

## EDUCATION



### PARSONS SCHOOL OF DESIGN

New York City, USA

MFA, Design & Technology ; 3.92 GPA

2015 - Present

#### Current Projects

Thesis on Responsible Tourism ;

Research Studies on Urban Intelligence & Ambient UI

### SYMBIOSIS INTERNATIONAL UNIVERSITY

Pune, India

Bachelors in Media Studies, Advertising

2009 - 2012

## ACHIEVEMENTS



### PARSONS GALA

Selected to showcase work on Singularity and Post-Humanism

New York, 2016

### A + E HISTORY DESIGN JAM

Winner of Judges Hot Choice Category,

New York, 2015

### CAMPAIGN INDIA DIGITAL CREST AWARDS

Gold, 'Slice PepsiCo Digital Immersive Campaign',

2015

## SKILLS



### DESIGN

UI/UX, Visual and Motion Design,

Art and Concept Direction, Branding

### SOFTWARE

Sketch, Photoshop, Illustrator, After Effects, HTML &

CSS, Javascript, NodeJS, Processing, GitHub, Python,

Swift, Principle, Pixate, Origami

### HARDWARE

Arduino, Raspberry pi,

Fabrication Skills (Laser Cutting, Soldering)