

DESH DEEPAK SINGH

Senior Product Designer (UI/UX) · Web · Mobile · Game Interfaces · AI-Augmented Workflows

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SUMMARY

Product designer with 3+ years of dedicated UI/UX experience across web, mobile, and game interfaces, built on 7+ years total in design — including a graphic and brand-design background that sharpened visual craft and a 3D animation education that gives me an instinct for spatial hierarchy and motion. I work intensively with AI tools — Claude, ChatGPT, Figma AI, DALL·E, and Vercel — for design prototyping, AI-assisted prompting, and content production, and I'm comfortable owning a workflow end-to-end from user research through high-fidelity design systems to functional, AI-assisted prototypes. Currently at Uplevyl designing screens for an AI-powered community platform serving professional women, partnering closely with engineering, product, and leadership to ship work that performs, not just work that looks good in Figma.

EXPERIENCE

UI/UX Designer · Uplevyl

Jan 2026 – Present

- Lead UI design for WeHub, an AI-powered community platform for professional women, owning end-to-end screen design for the chat and messaging module.
- Translate product requirements into high-fidelity Figma screens, partnering closely with engineers and the PM to ensure design intent survives handoff.
- Use AI tools intensively across the design workflow — leveraging Claude, ChatGPT, Figma AI, and Vercel for rapid prototyping, AI-assisted prompting, and deploying functional prototypes beyond static Figma files.
- Drive AI-generated social media content and creative for the platform — writing and refining prompts with Claude, ChatGPT, and DALL·E to produce on-brand visuals and copy at speed.
- Collaborate cross-functionally: support sales with pitch documents and decks, partner with the content manager on social media graphics, and contribute to internal and external presentations for HR and leadership.
- Maintain visual consistency across web platform, social assets, and marketing materials as the primary designer on a lean team.

UI/UX Designer · TrellisGames / Trellissoft

Feb 2023 – Sep 2025

- Designed end-to-end UI/UX across 2 parallel product lines (web + mobile), owning flows from user research to dev handoff within 4–6 week sprint cycles.
- Built and maintained a scalable Figma design system used across both platforms, reducing component duplication and cutting design-to-dev handoff friction.
- Designed AAA game interfaces in Unreal Engine 5 — HUDs, menus, in-game overlays — bringing product-thinking discipline (states, edge cases, accessibility) to game UI.
- Ran usability testing sessions with real users; findings directly shaped changes to 3 core flows before release.
- Designed Traceme, a product for a Dubai-based animal-tracking company — GPS tagging flows letting individual pet owners track pets and shepherds track flocks and street/local animals, including health and medical history records.
- Developed a prototype AI-assisted coding tool to help users write code faster and identify and resolve mistakes more quickly.
- Collaborated closely with PMs and engineers across concurrent sprints, contributing to consistent on-schedule feature delivery.

UI/UX Designer · Scintillate Alliance Pvt. Ltd.

Nov 2022 – Feb 2023

- Designed websites and mobile apps for 3 clients, improving user satisfaction and engagement metrics.
- Built prototypes and wireframes that reduced project turnaround time by 30% through early alignment on design direction.
- Contributed to UX design and visual refinement for Dietdoctor Plus (health & wellness platform), improving user flow consistency across key journeys.

Graphic / Web Designer · Lo! Foods

Jun 2019 – Jun 2022

- Led brand and digital design for a growing FMCG brand — social campaigns, packaging, and print materials that increased product visibility.
- Designed investor pitch decks that clearly communicated product positioning to stakeholders.
- Supported a rebranding initiative across digital and physical touchpoints.

FREELANCE

UI Designer, Games · !HOW Game Studio

Nov 2025 – Jan 2026

- Redesigned the game's full UI — menus, HUDs, and in-game overlays — to improve player engagement and visual cohesion.
- Refreshed the logo and UI asset library to align with a more modern design direction.
- Improved user flows for key in-game interactions, resulting in a smoother gameplay experience.

UI/UX Designer · WhiterApps

Oct 2025 – Dec 2025

- Partnered directly with the founding team to design and build Shinetip.com, a web and mobile product, from scratch.
- Owned the full UX/UI process — user flows, wireframes, and high-fidelity prototypes — across both platforms.

Graphic & PPT Design · Republic TV

2019 – 2022

- Produced PowerPoint decks and graphic documents for on-air use, working with news anchor Pradeep Bhandari, with content primarily built around Indian election polling data and coverage.

Packaging & Character Design · Belgian Waffle House / Tastytrek

2022

- Designed a doodle-style brand character and a 5-piece packaging system for a Bengaluru-based waffle and pancake business — covering 2-serve, 3-serve, and 8-serve waffle boxes, pancake packaging, waffle shake cups, and butter papers.

T-Shirt Design · Public Tamasha

2018 – 2019

- Designed a series of 200+ t-shirt graphics for a Maharashtra-based local business, spanning superhero, TV-show, quote, and meme themes.

INVESTMENTS & VENTURES

Co-Founder · Popping Dog · HSR, Bengaluru

2024 – Present

- Co-founded a Bengaluru-based food cart alongside financial investment, remotely leading menu and packaging design, cart signage, and social content from Noida.

Instagram: https://www.instagram.com/poppin_dogs/

Passive Member (Investor) · Chaiccino

Jul 2026 – Present

- Supported the launch of a Bengaluru-based food and beverage brand as a passive investing member, contributing menu and packaging design, signage, and social content remotely from Noida.

Instagram: <https://www.instagram.com/chaiccinoindia/>

SKILLS

Design	Figma, Adobe XD, Illustrator, Photoshop, After Effects, Webflow
AI Tools & Prompting	Claude, ChatGPT, Figma AI, DALL-E, Vercel — intensive daily use for prompting workflows, rapid prototyping, AI-assisted content and copy generation, and shipping functional prototypes beyond Figma
Specialisms	Product UI/UX, design systems, user research, usability testing, rapid prototyping, responsive design, game UI (Unreal Engine 5)
3D / Motion	Unreal Engine 5, Blender, Maya — spatial design thinking applied to product interfaces
Dev-adjacent	HTML, CSS

SELECTED WORK

- **Comet HRMS:** End-to-end web HRMS — leave, payroll, and expense flows with responsive dashboards and document verification. Strongest enterprise product case study.
Case study: <https://www.behance.net/gallery/235379753/Comet>
- **Boat Helper:** Mobile app concept for sailors — navigation, weather alerts, and docking assistance. Safety-critical UX and real-time information architecture.
Case study: <https://www.behance.net/gallery/231692379/BoatHelper-App>
- **Paw First:** Pet care platform concept — booking vet appointments, managing pet profiles, ordering products. Full app flow and layout design.
- **LandHub:** Web3-inspired landing page for a digital identity and e-Residency platform — futuristic interface built to communicate trust, authority, and accessibility while driving users to claim their identity or join early access.
Case study: <https://www.behance.net/gallery/237155065/LandHub-Virtual-Ownership>
- **StarLINK:** Brand identity for an AI-powered connection platform — logo, typography, and visual system balancing approachable, human AI with professional credibility.
Case study: <https://www.behance.net/gallery/240492123/StarLink>

Full portfolio: [behance.net/itzdeshdeepak](https://www.behance.net/itzdeshdeepak) · Additional NDA work available on request.

EDUCATION

B.Sc. Digital Media (Animation & Multimedia) — ICAT Design & Media College, Bengaluru · 2015 – 2018

Diploma in Web Design & Development — MAAC, Lucknow · Jun – Nov 2022