

# Yashvardhan Singh

Design Executive · UX, Graphic & Product Design

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Experience design student and design executive who builds interfaces, objects, and stories, moving fluidly between product UX, brand/graphic design, and physical product design, from satellite-data tools to hand-built furniture.

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## EXPERIENCE

### Design Executive — Norline Studio

Jun 2026 – Present · 2 mos

Full-time · India · Remote

- Design Executive focused on day-to-day visual and UI work across the studio's client projects.

**Tools** Figma, Photoshop, Illustrator, ProtoPie, Framer, Canva

### Graphic Designer — Navrasa Events

Feb 2026 – Jun 2026 · 5 mos

Part-time · Event Management Company · Dehradun, Uttarakhand, India · Remote

- Produced visuals for artist promotions and event proposals.
- Facilitated artist onboarding and managed partnership documentation.
- Conducted pre-release reviews of marketing materials.
- Upheld brand consistency across client-facing visuals.

**Tools** Figma, Illustrator, Photoshop, Canva

### Social Work Intern — Avni Foundation

Jun 2025 – Jul 2025 · 2 mos

Internship · Uttar Pradesh, India · Hybrid

- Conducted fieldwork on the challenges faced by marginalized communities, directly informing inclusive, human-centered design solutions.
- Contributed to tech education and accessibility initiatives for underprivileged students in the Purvanchal region.

**Tools** Obsidian, Photoshop

### Graphic Designer — Freelance

Jun 2022 – Feb 2025 · 2 yrs 9 mos

Freelance · India · Remote

- Designed brand identities, visual assets, and brand systems for small businesses in education and lifestyle.
- Created landing pages and social media creatives that grew visibility and improved engagement for clients.

**Tools** Figma, Photoshop, Illustrator, Canva

### Product Manager Intern — wiZe (myLamp AI)

Aug 2024 · 1 mo

Internship · Dehradun, Uttarakhand, India · Remote

- Managed feedback and approval workflows across design and content teams to keep visual assets and UI elements aligned with product direction.
- Supported day-to-day decisions on marketing creatives and consistency across user-facing materials.

**Tools** Figma, Photoshop, GitHub

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## EDUCATION

### Bachelor of Design (B.Des), User Experience & Interaction Design

Jul 2024 – Jul 2028

UPES, Dehradun · Grade: 8.9 CGPA

- Participated in the Spatial Narrative and Space Design Workshop, UPES (2024).

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## SELECTED PROJECTS

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|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|
| <b>GROWhere</b><br><i>Digital Experience</i><br>Satellite-guided reforestation tool that scores any clicked location for tree-planting suitability using NDVI, soil moisture, canopy cover, and zoning data. — <a href="#">growhere.in</a> | Summer 2026 |
| <b>Colormesh</b><br><i>Digital Experience</i><br>Open-source tool that turns any photo into a grid of tappable color swatches for fast palette extraction. — <a href="#">colormesh.net</a>                                                 | Winter 2025 |
| <b>Eco Contributions — Blinkit Concept</b><br><i>Concept</i><br>A multimodal bag-return system embedded into Blinkit's delivery flow, using wallet credits to incentivize packaging reuse without extra hardware.                          | Summer 2026 |
| <b>Samsung Watch 4 Redesign</b><br><i>Concept</i><br>A watchface redesign system for the Galaxy Watch 4, reframing the device for premium buyers within One UI constraints.                                                                | Winter 2025 |
| <b>The Deckchair</b><br><i>Product Design</i><br>A functional teak deck chair, independently designed and built using upcycled wood, mortise-and-tenon joinery, and a full load-bearing construction dossier.                              | Spring 2025 |
| <b>UPES Work</b><br><i>Digital Experience</i><br>AR Snapchat lenses, advisory board campaign assets, and institutional graphic design for UPES School of Design.                                                                           | Ongoing     |

## SKILLS

**Design & Prototyping:** Figma, Adobe XD, ProtoPie, Framer, Canva, Wix  
**Illustration & Creative:** Photoshop, Illustrator, Affinity Suite, Clip Studio Paint  
**Dev & Knowledge Management:** JS, TS, CSS, GitHub, Obsidian  
**AI Tools:** ComfyUI, Stability Matrix, LM Studio  
**Audio / Music:** FL Studio

## LICENSES & CERTIFICATIONS

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|----------------------------------------------------------------------------------------|----------|
| <b>Build Wireframes and Low-Fidelity Prototypes</b><br>Google · Coursera               | Feb 2025 |
| <b>Graphic Design</b><br>University of Colorado Boulder · Coursera                     | Sep 2024 |
| <b>Start the UX Design Process: Empathize, Define, and Ideate</b><br>Google · Coursera | Jul 2024 |
| <b>Introduction to Large Language Models</b><br>Google Cloud · Coursera                | Jul 2024 |
| <b>Introduction to Generative AI</b><br>Google Cloud · Coursera                        | Jun 2024 |
| <b>Foundations of User Experience (UX) Design</b><br>Google · Coursera                 | May 2024 |

## ACHIEVEMENTS

- Competed in BHU's Design e-Rush competition as Team BluntObjects — ranked 11th (2026).
- Co-founded BluntObjects, a design collective focused on UX case studies and marketing (2025).
- Ranked 12th of 110 teams in Design Fusion S2 (2025).