



Sohna Singh

Communication Designer

As an aspiring individual navigating the realm of design, I find great fascination in the convergence of design and technology. With a focus on communication design, I harbor a profound interest in various facets including experience design, interaction design, UI design, branding, and prototyping.

Contact

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Education

2018 - 2020

Postgraduate in Communication Design

Pearl Academy, New Delhi

2013 - 2016

Bachelors of Commerce (Honours)

Dayalbagh Educational Institute, Agra

Skills

- Low to High Fidelity Design Prototyping
- Wireframing
- Information Architecture
- Personas and Scenarios
- User Flows
- Affinity Diagramming
- Story Boarding
- Visual Design
- Branding

Tools

- Figma
- XD
- Illustrator
- InDesign
- Photoshop
- After Effects
- Premiere Pro
- Blender

Experience

November 2020 - Present

Tata Consultancy Services | Pune, India

UI/UX Designer

- Worked on an employee resourcing website employing human-centered design methodologies.
- Crafted numerous illustration compositions, integrated motion graphics, and meticulously designed the user interface, adhering to company guidelines by employing appropriate typography and colour theory principles.
- Conducted user research to understand the needs, preferences, and behaviors of the target audience.
- Produced comprehensive deliverables including userflows, information architectures, wireframe, prototypes, high fidelity mockups and visual design specifications for web interfaces to effectively communicate both overarching design strategies and granular interaction behaviours, ensuring clarity and alignment throughout the design process.
- Created responsive and adaptive UI designs for various websites and applications. Conducted accessibility and usability testing.

May, 2019 - July, 2019

Safeducate | Gurgaon, India

Graphic Design Intern

- Worked as a graphic designer with responsibilities involving conceptualisation and storyboarding for projects.
- Created micro-animation for induction videos.

Key Engagements

Hour Bar | 2019

Packaging

- Developed creative concepts and ideas for packaging based on client brief.
- Collaborated with the client to understand their requirements, objectives, and target audience.

Future Step | 2018

Print Design

- Conceptualising and creating visual designs for printed materials such as brochures, flyers, posters, business cards, packaging, and advertisements.
- Ensured that the designs adhere to brand guidelines and maintain consistency with existing brand assets.

Certifications

Design Thinking

HEC Paris | 2020

Entrepreneurship

The Chinese University of Hong Kong | 2020