

Ananta Singh

She is a **Visual designer** with a love for typography and beautifully typeset documents who enjoys working on multi-disciplinary projects.

anantasingh.in

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Work Experience

- **Ashoka University, Haryana**
Graphic Designer | March, 2024 – October, 2024
 - Collaborated on a **government-led project through Studio Atom** to design **Class 12 Humanities textbooks for the Delhi Board** of School Education.
 - Worked with **10+ professors and 3 designers** to structure and organize content.
 - Developed adaptable layouts to accommodate evolving material for ease of learning and engagement.
- **Studio Atom, Chennai**
Graphic Designer | January, 2023 – June, 2024
 - Interned initially and worked on multiple projects focusing on **brand identity and publication**.
 - Specialized in **typography, layout design, lettering, typesetting, logo design, and branding**.
 - **Managed cross-functional teams**, establishing adaptable layouts and visuals.
- **Samsung Research Institute, Bangalore**
PRISM Program | October, 2022 – November, 2022
 - Conducted **user research**.
 - Developed **user personas and journey maps**.
 - Collaborated in a team of 5 to create **user flows, wireframes & prototypes**.

Key Projects

- **Redesigning the Vegetable Market Experience**
Service design, Product design, Case study | 2025
 - Design project addressing challenges faced by street vegetable vendors.
 - Classroom project done in a group of two.
 - Conducted field studies, user interviews, and prototyping to design an accessible app that reduces food waste, improves sales visibility, and simplifies vendor-customer interactions in urban markets.
- **Student Handbooks for Class 11 & 12**
Graphic Design, Typography & Layout | 2023-2024
 - A **government-led project**, aimed at **developing 16 textbooks** for holistic learning.
 - Designed visually engaging and adaptive layout and typeset content for intuitive navigation.
- **Logo Design for Jai Prakash Narayan Sarvodaya Vidyalaya**
Brand & Identity design, Typography | 2025
 - A **government-led project**, aimed at **re-branding identity for chain of schools**
 - Designed logo and a brand guideline to be followed across all schools.
 - Worked on signage and wayfinding for schools.

Education

IDC School of Design, IIT Bombay M.Des in Communication Design (2024-2026)	National Institute of Design, Andhra Pradesh B.Des in Communication Design (2019-2023)
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Skills

Design

Visual Design • Branding • Typography • Interaction Design • User Experience • User Interface • Typesetting • Iconography • Publication • Infographics • Service Design

Research

User Studies • User Interviews • User testing • Information Architecture • Journey Mapping • Qualitative Research

Software

Adobe Suite • Figma • Blender • Miro • Procreate

Other

Rapid Iteration • Design Thinking • Cross-functional collaboration & Communication • Provide & Solicit feedback • Project Management • Agile Methodologies

Position of Responsibility

- **Teaching Assistant for HASMED at IDC**
August, 2025 – November, 2025
- **Alumni Coordinator at IDC** | August, 2024 – May, 2025
- **Hostel Coordinator at NID** | March, 2021 – June, 2021

Volunteer/Representative

- Typoday 2025 | March 2025
- Visual Discourse | November 2024
- **Represented NID at the Visual Discovery Conference at HSLU, Lucerne, Switzerland**
September 2022
- Chitrakatha Design Festival | November 2021

Achievement

Logo Design for 'HAAT' | 2022

Ranked 2nd in a logo design competition for the 'HAAT' initiative by iNDEX-C, Government of Gujarat. The HAAT platform aimed to directly connect skilled artisans with consumers, promoting traditional handicrafts and supporting local livelihoods.