



# GUREK SINGH

## About

I'm a **Unicorn Designer** – an interface product designer who writes code as well. With my forte in design and academia in development, I've worked on a wide range of tools and technologies for every step of the digital product lifecycle.

From ideation to development to marketing, I'm a passionate proponent of all things digital. With 2+ years of experience and 5+ years working on freelance projects, I'm a jack of all trades!

## Skills

**Expertise Areas** - User Interface Design, Rapid Prototyping, Web Design, Design Thinking, No-Code/Low-Code

**Tools & Technologies** - Adobe XD, Figma, Adobe Creative Suite, Webflow, Elementor, VSCode, HTML/CSS, Javascript, Python, Github, Apache, Pre-trained GANs/Classifiers, Open Source

**Soft Skills** - Intuitive, Perceptive, Empathetic, Good Communication & Collaboration, Efficient Leader

## Projects

### Optimize: Time Optimization Application

Guide: Dr. Rajiv Ratn Shah Aug 2019 - Dec 2019

UX Case study to create an application for productive and mindful use of time.

- Regressed app solution based on feature prioritization, PACT Analysis, User & Scenario Corpus
- Designed wireframes and high fidelity prototypes for optimal use of free time

### Everybody Dance Now

Guide: Dr. AV Subramanyam Aug 2019 - Dec 2019

Implemented the UC Berkeley research for pose to pose video translation.

- Created AI-generated photorealistic video of someone dancing in the style of another video
- Populated multiple pre-trained GAN for pose translation and to generate fake pose images

### FINC - Localized Shopping Companion

Guide: Dr. Shriram Venkatraman Jan 2019 - Jul 2019

Designed an app-based solution for user to locate and discover boutiques and designers for easy hyper-local shopping experience

- Conducted user study for domain and consumer behaviour
- Designed wireframes and regressed prototype based on feedback and usability testing

### SaafCity - Swachh Bharat E-Market Place

Guide: Dr. Pankaj Jalote (Director - IIIT Delhi) Jan 2018 - Dec 2018

SaafCity is a platform connecting NGOs, Funders, and Crowdfunders for a cleaner India.

- Conducted user study, literature review, whiteboard thinking, domain study for Swachh Bharat Campaign
- Designed a crowdfunding e-marketplace web solution

## Education

### Indraprastha Institute of Information Technology, Delhi

B.Tech in Computer Science Engineering 2015 - 2019

- Design and Development Majors Project under the guidance of Director Professor Pankaj Jalote
- Cultural Coordinator and Student Council Member
- Led multiple student teams for Technical and Cultural fests
- Secured A and A- grades in multiple Design Courses and Majors Project

### The Air Force School, Subroto Park, Delhi Cantt

Secondary and Senior Secondary Schooling 2011 - 2015

- CBSE School Topper in Mathematics and Computer Science
- Revamped and Led Student Computers Club
- Organized, participated and won multiple inter-school competitions, MUNs, and olympiads

## Work Experience

### Diseno Media

Designer diseno.in Sept 2020 - Present

Multi-disciplinary design studio based in Delhi specializing in Interface, Web, and Motion Design

- Led and built projects with Ernst & Young, GlaxoSmithKline, Bare Anatomy, and more
- Designed and developed multiple e-commerce and social networking web platforms
- Currently creating community-run solutions for artists

### Let's Do It, India

Multidisciplinary Designer letsdoitindia.org Dec 2019 - Aug 2020

LDII aims to tackle environmental and social problems related to mismanaged solid waste

- Designed, developed and managed websites for LDII and its subsidiaries
- Worked on Social Media content creation and advertisement campaigns for digital cleanup campaigns

### Happily Unmarried

Web Development Intern ustraa.com May 2017 - Jul 2017

Happily Unmarried is a lifestyle and grooming products brand

- Created the Product Reviews Portal and Moderation Panel
- Worked on database migration and fragmentation

## Achievements

### Technical -

Finalist at Hackathon - Innovision, NSIT

Runners-Up at Code-Off Hackathon organized by Women Who Code Delhi

Finalist team out of 110+ teams at HackDTU 2.0

Qualified for Indian Informatics Olympiad

### Co-Curricular-

Cultural Co-ordinator, Student Council - Curated a team of 40 students to organize fortnightly events and festivals on campus

Convener, Organizing Committee, Esya'18 - Led a team of 220+ students for the Annual Technical Fest of IIIT-Delhi, with a footfall of 10,000+ students

Operations & Logistics Head, Organizing Committee, Odyssey'18 - Managed a team of 50+ students to host 8,000+ participants for Cultural Fest of IIIT-Delhi

Co-ordinator, Ink. - Design Club of IIIT-Delhi

Creatives Lead, Organizing Committee, Odyssey'17