

Anirudh Singh

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PRODUCT DESIGNER · DELHI

Summary

I am a **Product & UX designer** with a background in fashion and XR, focused on **systems-level** product thinking.

I care about **user agency**, designing products that make choices easier rather than making them for people. I work across systems, architecture, and interface design.

Education

M.Des. — XR Design

Indian Institute of Technology,
Jodhpur

2024 — 2026

B.Des. — Fashion Design

Footwear Institute of Design and
Development, Noida

2019 — 2023

ICSE Board

Holy Cross School, Ballia

2005 — 2019

Professional Skills

Design Thinking, Prototyping, Usability Testing, Persona, Ecosystem Mapping, Service Blueprint, Storyboarding, SCAMPER.

Technical Skills

Figma, Adobe Illustrator, Photoshop, Unity, Blender, ZBrush, Substance Painter, Designer.

Interests

Sketching, Game-design, Sensory-rooms, Linux Ricing.

Professional Experience

Indian Institute of Technology, Jodhpur

JUL 2024 — APR 2026

Research Assistant

JODHPUR

Led research activities in the field of **proximity-based** procedural animation to validate for stand-alone VR, leading to a rise of **35% in user engagement**.

Built testing environments to bench-mark performance costs and **user immersion** in reactive XR spaces.

MintLabs Events and Production

JUN 2025 — JUL 2025

Immersive Design Intern

MUMBAI

Designed the **interaction model** for a yoga kiosk installations, by applying **new media design** principles to translate physical poses into responsive, intuitive feedback for event attendees.

Collaborated within a 2-person team to deliver a kiosk installation and **AR experience**.

Indian Roars

APR 2025 — MAY 2025

Product Strategy & Development Intern

MUMBAI

Conducted rigorous UX research and interviewed **10+ industry stake holders**, including event organizers from **JW Marriott** and **Johnson & Johnson**, to identify gaps in unorganized event space.

Collaborated within a **5-member team** to design unified portal for event **registration, ticketing**, and studied multiple **stakeholders management** workflows.

Projects

EventEase

JUL 2024 — APR 2026

Interviewed **16 agency professionals**, and created a map of **9 stakeholder categories**, 12 distinct roles, and **12 concurrent information** flows within the Indian event ecosystem.

Designed a **parent-child form system** that eliminated **double-entry**, automated milestone updates, and role-specific boards.

Procedural Effects for VR Immersion

JUN 2025 — JUL 2025

Researched what causes **presence disruption** in VR experiences and designed a **proximity-based system** that increased session duration by **35%** and re-engagement by **37.5%**.

D2C Trust Architecture

APR 2025 — MAY 2025

Developed strategic **Checkout Conversion Rate** metrics to bridge a **2.4%** market performance gap between US and Indian market.

Evaluated Indian market **ToFU** user journeys to isolate **user-trust** friction causing 99.6% funnel drop-off.