Arjit Singh
Designer + Researcher

Passionate about Systems Thinking, Information Architecture, Human-Computer Interactions and User Experiences.

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Experience

User-Experience Designer
Info-Tech Research Group | Toronto, Canada | November 2022 - Present

- Present User-Flow diagrams, Information Architecture maps and other deliverables appropriate to find areas of improvement for the overall User Experience of the company website.
- Create wire-frames for new designs based on standard web practices, and following the company's design system, ensuring a high level of accessibility on all designs.
- Analyze data from Hotjar, Gainsight and Google analytics to guide design intent.
- Design infographics that display IT research content in a way that is suitable for use by highly skilled IT advisors and leaders from IT firms around the world.

Freelance Designer
Canada, India, USA | May 2017 - Present

- Various design projects for clients across Canada and the World. (Find information on LinkedIn and Projects on Website). Deliverables include Branding Guides, Business Packages (Letterhead + Business Card Design), Logos, Web Design Prototypes, 3D Renders, Graphical Illustrations etc.

Professor - Information Architecture 1
George Brown College | Toronto, Canada | September 2022 - Present

- Taught Information Architecture 1 to Interaction Design Students where we discuss what it means to create meaningful experiences.
- Discussed the hierarchy of information in various print and digital formats and why we should think about designing for various audiences.
- Employed accessible material and created informative and interactive lectures to keep students interested while also providing an environment where they can grow.

UI/UX Designer - Part-time Contract
INFRAR3D Inc. | Toronto, Canada | May 2022 - November 2022

- Instructure Canvas LMS Redesign
  - Studied client needs, and used primary research (prior experience with using the software) and secondary research to redesign UI for an LMS with over 6 million+ users.
  - Collaborated with developers to produce custom CSS and JavaScript files to override original design. Tests revealed that 80% people believed the new UI to be more User-friendly.
- Company Re-branding
  - Helped re-brand the company by creating a new visual identity. Assets delivered included Logos, Font Styling, Company Story etc. packaged in a full branding and style guide.

Digital Content Publisher - E-Commerce Co-op

Harry Rosen | Toronto, Canada | May 2022 - August 2022 | W: Harryrosen.com

- Helped maintain and update 3 Harry Rosen websites using Amplience CMS and WordPress to cater to an audience of one of Canada's largest Luxury Menswear Retailers.
- Audit and edit digital media content, copy-writing and CTA's on websites based on customer interaction and insights. Help refine user-centric experiences for E-Commerce to drive sales.
- Conceptualized new ideas and wireframes to help upgrade and improve overall user experience.

UX and Interactive Storytelling Researcher

George Brown College - Research and Innovation | November 2021 - May 2022

- Researched alongside professors from George Brown College and the University of Leipzig to analyze, investigate, and expand on the field of Interactive Storytelling for Living Industries.
- Performed user interviews, Created and Directed a Design Charrette, and Prototyped Web concepts to display our idea through Digital Interactive Storytelling.

Knit, Pattern and Graphic Designer

Hindustan Pioneers | Manesar, IND | September 2020 - August 2021

- Collaborated with Senior Knit Designer and Company Director to Design and Produce various Knit patterns for shoe uppers.
- Designed and illustrated a new logo for the company that would be used in various forms including print and digital formats. Also assisted with ideation and development stages of company website.

Education

PG Cert. Interactive Media Management

George Brown College, Toronto, CAN
Dean's List | GPA: 3.96 | Graduated with Honours
Thesis Topic: Humanizing VR

Bachelor of Industrial Design

Auburn University, AL, USA
Dean's List | Cum Laude GPA: 3.50 / 4.00
Collaborative Study Abroad | Ireland and UK

Skills

Software
- InDesign, Illustrator, Photoshop
- After Effects, Premiere Pro
- SolidWorks, Fusion 360, Maya
- Keyshot, Substance Painter
- Adobe XD, Figma, InVision, Miro
- HTML, CSS, JavaScript
- Amplience, Wix, Wordpress, Squarespace
- Google Analytics, Hotjar

Design Skills
- Sketching, Drafting and Rendering
- Rapid Prototyping (3D and 2D)
- Storyboarding, Journey Maps, Service Maps
- Wireframing, Personas, User Interviews, Usability Testing, Human-Centered Design
- Market Analysis, User Research, Strategic Foresight, Motion Graphics, Video Editing

Involvement and Achievements

Communication
- Member of Inclusion and Diversity Discussion Panel at YES! 2022 at GBC School of Design
- Educator at Lululemon (Oct 2021 - Jan 2022)
- Student Ambassador for the Auburn CADC
- Student Ambassador for Auburn Global
- Student Service Advisor for Auburn Global
- Miller Writing Center Consultant (~2.5 years)
- Podcaster (Kadam Small Steps)

Awards
- Best Overall Academic Performance and Best AR/VR Experience Awards at GBC SOD in the Interactive Media Cohort of 2021-2022
- Multiple Awards at the Miller Writing Center at Auburn University
- Outstanding E-Portfolio Award Finalist 2019 - Auburn University OUW