

Deepa Singh

Industrial Designer

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About

Industrial Designer passionate about understanding user needs, observing everyday interactions, and creating products that make daily life easier.

Good design, to me, is learning as you go, working with people, and caring about how a product feels to the person using it.

Education

Academy of Art University, San Francisco, USA
(2025–Present)

MA in Industrial Design, Product Design

National Institute of Fashion Technology (NIFT),
New Delhi, India (2016–2020)

Bachelor of Design in Fashion & Lifestyle
Accessory Design

Portside Café Thesis: Designed a modular tabletop collection using leather, canvas, wood, and metal, with laser-cutting and print techniques.

Software Skills

- SolidWorks
- Fusion
- Gravity Sketch
- Keyshot
- Adobe Illustrator
- Photoshop
- InDesign
- Sketchbook
- Figma
- CorelDraw

Design Skills

- Design Thinking
- User and Market Research
- Visualization and Representations
- Concept Development
- Sketching
- CMF Understanding
- Form Generation
- Prototyping

Experience

Product Designer, Mela Artisans (2023–2024)

- Researched US and UK design trends, designed collection of products, ensured product quality with vendors, and aligned designs with marketing and brand goals.
- Developed mood boards and design concepts through sketching.
- Collaborated with artisans to prototype products using diverse materials and craft techniques, including bone inlay, papier-mache, wicker work, and block printing.

Product Designer, Vidhi Exports (2021–2023)

- Developed design boards, prototypes, and CAD models to support product development majorly for the US and UK markets. Worked with brass, iron, wood, and other materials, applying industrial finishes and fabrication methods to bring designs into production.
- Designed showroom layouts, catalogs, and packaging. Contributed to booth design, product displays, and product development for major international fairs including Ambiente, National Hardware Show, Index, and others.
- Worked with vendor teams to develop merchandising for global fairs.

Product Designer/Intern, Global Glory (2019–2021)

- Researched market trends and developed functional glass and metal products. Applied advanced finishing techniques, collaborated closely with sampling and production teams.

Recent Design Projects

A Table Lamp “Rest”

Designed and prototyped a functional table lamp using acrylic and MDF, applying laser cutting, sandblasting, and woodworking techniques to create a soft ambient light that brings warmth and calm to everyday spaces.

A Mouse “Settle”

Designed an ergonomic mouse shaped to follow the natural curve of the hand, providing better comfort and reducing strain during extended use.

An Educational Toy “Forest Stack”

Designed an educational building block toy for children (ages 3-5) using MDF, fabricated with CNC machining, router, and drill press, featuring slidable geometric shapes on wooden sticks.