

Deepa Singh

Industrial/Product Designer



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 for living area using leather, canvas, wood, and metal, with laser-cutting and print techniques.

Software Skills

SolidWorks
Fusion 360
Keyshot
Twin Motion
Adobe Illustrator
Photoshop
InDesign
Sketchbook
Figma
CorelDraw
Gravity Sketch

Design Skills

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

Contact

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Experience

Ikego Collaboration, Designing Building Parts (June & July, 2026)

Collaborated with Ikego to develop sustainable, universal building parts combining IKEA-style modularity with LEGO-like flexibility.

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 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 a calming bedside lamp that reconnects elderly users with the feeling of nature through soft light and gentle ambient sound, supporting relaxation and restful sleep.
- **Toy Design- Forest Stack**, Designed a calming, home-friendly stackable learning game for ages 3–5, promoting creativity and hands-on play through manufacturable modular components.