DEEPESH SINGH

Senior Brand Designer
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PROFESSIONAL SUMMARY

Senior Brand Designer with 10+ years of experience building brand identity, campaign and visual systems across media, agency and platform environments. Currently leads creative direction for a health-media platform, translating product and content priorities into consistent brand, digital, social and motion communication. Track record of creative leadership managing multi-person design teams, directing 3D and motion-led campaigns for major industry-award properties, and building brand systems that hold together across web, social, print, video and campaign formats. Longstanding practice of independently researching and implementing digital and interactive techniques — from early web-based motion and interaction work to current AI-assisted creative-technology exploration — to turn creative concepts into working experiences, most recently through an independent AI companion-robot R&D project. Brings genuine, hands-on curiosity for how emerging technology is reshaping brand and product storytelling.

CORE COMPETENCIES

Brand Identity & Visual Systems | Creative Direction & Campaign Development | Visual Storytelling | Digital & Social Design | Motion Graphics & Video Concepting | 3D-Led Motion Content | Cross-Format Brand Systems | Creative Team Leadership | Cross-Functional Collaboration | AI-Assisted Creative Workflows | Creative Technology Exploration | Hands-On Interactive Web Implementation | Editorial & Print Design | Typography, Composition & Layout

PROFESSIONAL EXPERIENCE

THE HEALTHY INDIAN PROJECT (THIP) | Design Head

May 2024 – Present

- Lead the creative function across brand, digital, social, editorial and video communication for a health-media platform, guiding a 2-person creative team and setting the visual direction that keeps output consistent across formats.
- Translate editorial, health and product requirements into clear, accessible visual communication for a general audience.
- Guide creative execution across social, digital, web, print and video, collaborating with cross-functional stakeholders to align visual output with product and content priorities.
- Explore AI-assisted creative workflows and AI-enabled personalization and recommendation concepts for THIP's evolving health platform (internal exploration, in progress).

DIGITALABS | Manager, Graphic Design

2020 – 2024

- Led creative direction and visual systems across multiple concurrent client accounts and new-business pitches in an agency environment, presenting creative concepts directly to clients and managing a 4-person design team.
- Directed social and campaign communication for Government e-Marketplace (GeM), including the Green Gold Collection artisan campaign, World Blood Donor Day, Indian Navy Day and Self-Help Groups milestone content.
- Art-directed the “Hauslo Ki Udaan” youth-talent campaign series for HDFC ERGO and awareness/event communication for the India Sanitation Coalition, including the Project Shakti campaign with Miss World Manushi Chhillar, and created scene-by-scene storyboards in Photoshop for an ISC short-film shoot.
- Developed a two-direction campaign concept and brand identity for a new-business pitch (Lone Wolf), and led a brand campaign film plus social/product content for baby and personal-care brand Maate, directing motion designers and animators on the production.
- Produced report and data-communication design for National Logistics Data Services and a Women's Day campaign film for entertainment brand Smaaash.

AFAQS! | Creative Designer
2015 – 2020

- Designed visual communication and motion-led content for four flagship media and industry-award properties: Buzzies (India's Buzziest Brands), Digipub Awards, Foxglove Awards and vdonxt Asia.
- Directed a 3D honeycomb title sequence and awards invitation for Buzzies, and a fully 3D-animated city-flythrough-to-trophy-reveal film that opened the Digipub Awards presentation.
- Created a low-poly 3D explainer film and matching call-for-entries identity for the Foxglove Awards, and broadcast promo content for vdonxt Asia, presented with Adobe and Viu.
- Personally researched, adapted and implemented interactive web experiences for event microsites — Foxglove Awards, Digipub Awards (Digipub World) and vdonxt Asia — using HTML, CSS, JavaScript, jQuery, Dreamweaver and Notepad++, including a fully animated low-poly environment for Foxglove Awards 2019 (vertical island motion, a rotating sun and horizontally moving clouds); also researched and adapted front-end techniques to help developers resolve specific implementation challenges.

ASHLAR | Graphic & Web Designer
2014 – 2015

- Produced graphic and web design work across client projects, building foundational cross-format design skills.

ARENA ANIMATION | 2D Animation Faculty & Academic Head
2013 – 2014

- Taught 2D animation principles and led academic operations, building a foundation in motion and animation that continues to inform current motion-led creative work.

SELECTED INDEPENDENT & FREELANCE WORK

SHERU — Independent R&D Project | AI Companion Robot | In Development

- Conceived and lead creative and product-experience direction for SHERU, an offline-first AI family companion robot exploring how AI can feel more natural as a physical, approachable presence rather than only an app or screen.
- Shape the robot's visual identity, interaction character and envisioned physical form, working hands-on on the current prototype (ESP32-based control, motor movement, LED-matrix eyes, sensor integration) alongside AI-assisted creative tools.
- Self-directed exploration at the intersection of AI, robotics, interaction and human-centered design — an independent R&D project currently in development, not a commercial product.

Unity VR Event-Space Prototype — Independent Exploration

- Independently learned Unity through self-directed research and tutorials to build a VR/mobile event-space visualization prototype, intended as a sales-enablement tool for demonstrating event venues and exhibition stalls to prospective exhibitors.
- Researched and adapted scripting techniques to implement head-look-based navigation (forward movement on forward gaze, directional turning, stop on downward look); prototype was not adopted for production use.

Moh Zewar — Freelance Brand Identity

- Developed brand identity, packaging presentation and a 3D brand film for a silver jewellery brand, spanning logo presentation, packaging mockups and overall visual direction.

Book Covers — Freelance Editorial Design

- Designed cover art for five published titles spanning fiction and non-fiction, including Abhivyakti, Dil Ki Girah, Bemani Rishtey and two radio-industry titles.

TOOLS

Design & Motion: Adobe Photoshop | Adobe Illustrator | Adobe InDesign | Adobe After Effects | Adobe Premiere Pro | Element 3D | Adobe Firefly | ChatGPT / Claude (AI-assisted creative workflows)

Web & Interactive: HTML | CSS | JavaScript | jQuery | Dreamweaver | Notepad++