

VAIBHAV SINGH

Design Manager

Hello,

I hold a **dual Bachelor's degree in Product Designing from G.D. Goenka University, Gurgaon and Politecnico di Milano, Italy, followed by Executive Management studies at IIT Delhi.** With over **5.5 years of experience** in product and graphic design, I bring a cross-disciplinary approach to transforming ideas into compelling, user-focused solutions.

Throughout my career, I've worked across multiple industries—including automotive, healthcare, education, and digital marketing—taking on roles that combine design thinking with real-world problem-solving. I have a strong foundation in concept development, industrial and graphic design, UI/UX, and branding.

Previously, I co-founded two independent design ventures:

DesignOmark: A multidisciplinary studio based in Gurgaon, specializing in digital marketing, branding, and product design for startups and enterprises.

DesignOmeta: A creative firm focusing on emerging tech like AR/VR, metaverse experiences, and data-driven branding strategies.

Due to unforeseen financial and personal challenges, both ventures have since shut down. I've taken these experiences as valuable lessons in resilience, leadership, and business management.

Currently, I am working as a **Design Manager at Ascend School of Construction Business**, leading branding initiatives and design campaigns across education platforms. I continue to seek challenging design opportunities that push boundaries and create meaningful user impact.

HELLO, I'M

VAIBHAV

SINGH

Design Manager

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Portfolio Links: Bē
Tap on icon to view portfolio

EDUCATION

G.D Goenka University
BACHELOR'S IN PRODUCT DESIGN (2015-2019)
Politecnico Di Milano
BACHELOR'S IN PRODUCT DESIGN (2015-2019)

IIT Delhi
EXECUTIVE MANAGEMENT IN ENTREPRENEURSHIP (2021-22)

MY STRENGTHS

Creative Direction — User-Centered Design — Cross-Functional Collaboration — Design Systems & Branding

EXPERIENCE

2017 Industrial design intern at JAY-USHIN
1.5 Months of experience in Jay-ushin Ltd. Worked as Trainee and Industrial designer and learnt about the working and making of mechanical parts used in cars and bikes. (July-August)

2018 Product design intern at VIGILBOX
2.5 months of experience in Vigilbox. Worked on portable gps tracker and designed new and ergonomically well body for existing gps tracking product. (June-August)

2019 Product design intern at CADDMAN
5 months of experience in Caddman. Worked as a Product designer and 3d printer operator. Designed and improvised products for different clients and tested them with 3d printed prototypes. (January-May)

Internship Experience

2019-2020 Worked as a Product designer and a digital marketer at MIMS
Worked as a Designer and a digital marketer in MIMS (Motion Institute of Management Studies) for 5 months. Created marketing strategies for the upcoming admissions in college. Planned out different digital and social media marketing strategies. Recreated MIMS logo and made few brochures. Made a new business plan for MIMS. (November-March) MIMS is now Motion Institute

2020-21 Worked as a Senior Designer at Naturyz (Sofy healthcare pvt ltd.)
Worked as a Senior Graphic Designer at Naturyz (7 months) Designed creatives for Amazon, Flipkart, the Naturyz website, and social media. Handled product photography and led a team of 15, managing the workflow from content creation to final sales materials. Monitored design impact on customer engagement. (September-February)

2021-23 Worked as a Founder & Director at DesignOmark & DesignOmeta
Founded two startups:-
DesignOmark – A B2B agency offering Branding, Packaging, UI/UX, Web & App Development, and AR/VR solutions.
DesignOmeta – A Metaverse-based platform enabling gamified, experiential learning across India using virtual tools and environments. (February 2021-April 2023) Closed due to financial and personal challenges

2023-25 Worked as a Design Manager at Ascend School of Construction Business
Led the in-house design and marketing team from the ground up. Oversaw branding, created the institute's logo, designed the website, brochures, and all key communication materials. Drove digital marketing campaigns and ensured consistent visual identity across platforms. (June 2023-March 2025)

SOFTWARE TOOLS	AFTER EFFECTS	
	FIGMA	
	MS OFFICE	
	PHOTOSHOP	
	ILLUSTRATOR	
	Visual Studio	
	FUSION 360	
	ADOBE XD	
	PREMIERE PRO	

SKILL

Marketing | Leadership | Photography | Research
Business Strategy | Management | E-Commerce
Sales & Marketing | Product/Graphic Design

CERTIFICATIONS

Generative AI Foundations Certificate-Microsoft
Credential ID 5TLwpQCG74a922hg
The Fundamentals of Digital Marketing
Certification-Google
Credential ID GF5 PA3 Z3L