SHREY SINGH

Brand Designer & AI Generalist

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PROFILE

Visual communication designer and AI generalist with a specialisation in AI filmmaking, combining systematic thinking with expressive storytelling. Work spans brand identity, print, packaging, digital campaigns and websites, supported by a background in information technology and a master's in visual communication design. Now also building AI agents and apps.

EXPERIENCE

Tata IIS
Apr 2024 – Sep 2026

Contractual Designer to Lead Manager

Promoted to Assistant Manager, then Lead Manager. Built the visual identity and logo guidelines for Tata IIS, IIS Ahmedabad and IIS Mumbai. Applied the system across print, campus signage, digital communication and films.

CONCURRENT DESIGN ENGAGEMENTS

ABS Wholesale and Distribution
Nov 2020 – Feb 2024

Web & Graphic Designer

Created identities and retail, social and campaign creative for Luzid, Kartpipe and Himax Distro.

Worked for hundreds of USA brands, including Tyson 2.0 (Mike Tyson) and Deathrow Vapes (Snoop Dogg).

Zabraku Design
Nov 2020 – Feb 2024

Graphic Designer

Designed identities and event campaigns, including lineup boards, posters and teasers.

Azoth Biotech
Nov 2020 – Dec 2023

Web & Graphic Designer

Developed brand identity, print and packaging, social media systems and website design for a family of brands.

NewsMobile
Jan 2017 – Jul 2018

Web & Graphic Designer / Content Writer

Created editorial infographics, news and quote cards, and explainers.

EARLIER EXPERIENCE

NDTV — Oct 2016 – Nov 2016
Graphic Design Intern

Maxbox Creations — Jan 2014 – Jul 2016
Freelance Designer

Academy of Animation & Gaming — Jan 2012 – Dec 2013
Marketing Executive / 3D Trainer

EDUCATION

M.Des | Visual Communication
Unitedworld Institute of Design
2018 – 2020

B.Tech | Information Technology
Jaypee University of Information Technology
2007 – 2011

CORE PRACTICE

Brand identity & systems
Print & editorial design
Packaging & campaign creative
Web & digital communication
Photography & video
AI filmmaking & visual storytelling
Certified · 8-Week AI Film Making Program, Videopreneur Studios, 2026
AI agents & apps

TOOLS

Adobe Creative Cloud

Photoshop, Illustrator, InDesign, After Effects + Media Encoder, XD, Express and Firefly

Postshot, GitHub

AI TOOLS

Google Flow, Leonardo AI, OpenArt, Lemonpeel

ChatGPT, Claude, Gemini

HOBBIES

Arts, painting, sketching, calligraphy, crafts & installations, photography and pickleball

Chess 1563 (Rapid)