

# Aadrika Singhal

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## EDUCATION

Bachelors in Design	2021-2025	Delhi Technological University, Delhi, India	9.12
CBSE (Class XII)	2021	Rainbow School, Saharanpur, UP, India	94%
CBSE (Class X)	2019	Rainbow School, Saharanpur, UP, India	96.4%

## EXPERIENCE

### UI + Founding Designer | Datasaki

May 2025 - Present

- Designed and prototyped 28 screen MVP from scratch in 72 hours for a sprint-driven launch. [Link](#)
- Boosted landing page clarity and CTA visibility by ~40% using priming, presupposition, strategic anchoring, and affective copy.
- Sole design owner across pitch decks, brand assets, and GTM creatives, working 1:1 with founder.

### Founder & CEO | Cubical Green

Dec 2023 – April 2025

- Bootstrapped and built a 2-step [microgreen](#) setup, turning a messy 8-step process into a user-friendly, sleek-countertop product [Link](#).
- Led a team of 5 as a solo founder, conducting 3 months of R&D in a high-tech agri-lab; tested 52 material permutations, reduced SeedPad manufacturing time from 30 to under 3 minutes, and achieved 72% effort reduction over traditional growing methods.
- Winner at SprintX Challenge, Hackon 2025, and Tech for Change Cohort (NASSCOM) out of 300+ participants for innovation and execution.
- Secured ₹15L+ (\$18K) in grants through concept pitches and prototype showcases; recognized by Ministry of Science and Technology (DST, India) and iCreate (International Centre for Entrepreneurship & Technology).

### UI + Product designer | Vitalth Forges

Mar 2023 - Aug 2023

- Reduced user attention to non-essential areas by 27% and improved optimal clarity scores to 64 (market avg: 42-52) for ~100 screen designed from scratch. [Prototype Case study](#)
- Aligned user journey and crafted system-level IA for a UHI-compliant diagnostic platform, grounded in white paper research and government policy constraints.
- Supported founder's office with business and GTM strategy; represented the company at expos and conferences.

### Interior Designer | Self Employed

April 2019 - Jun 2021

- Achieved up to 75% cost savings by creatively repurposing materials while delivering refined, functional interiors.
- Led end-to-end execution from design planning, material selection, and labor coordination to on-site implementation, ensuring feasible delivery of high-end designs within tight budgets.

## PROJECTS

- H&M Concept Film (Celebrate Yourself): Scripted and creatively produced a short narrative film exploring gender identity, self-acceptance, and quiet rebellion. The project aimed to challenge societal norms and celebrate the courage it takes to be seen as you are. [Link](#)
- Ethnographic Study of Delhi's Marketplaces: Conducted ethnographic research to gather insights on user experiences, translating findings into an extensive visual artwork that reflects the essence of local marketplaces.

## POSITIONS OF RESPONSIBILITY

### Mentor | Desh Ke Mentor (Government of India Initiative)

Sep 2022– Dec 2022

- Mentored 5 students from government schools through weekly calls, guiding them on career paths and personal growth.

### Creative Head | Annual Fair, Rainbow School

Oct 2019– Nov 2019

- Led creative planning and coordination for the entire fair, including visual identity, layout flow, and overall event experience.
- Designed and managed the fair's most successful stall, generating over 50% of total collection among 20+ stalls.

### Volunteer | Sri Sathya Sai Super Speciality Hospital, Puttaparthi

May 2017 - Jun 2017

- Assisted domestic and international patients in navigating medical procedures and communicating with staff to in free of charge facility.
- Organized OPD queues and supported patient-doctor interactions to streamline hospital operations and improve service delivery.

## ACHIEVEMENTS AND CERTIFICATIONS

- Market Research and Consumer Behaviour – IE Business School. [Link](#)
- Foundations of Product Management – Google. [Link](#)
- Foundations of User Experience – Google. [Link](#)
- All India Rank 302 in UCEED (Undergraduate Common Entrance Exam for Design), conducted by IIT B, India's premier institutes for industrial design.
- All India Rank 24 in Banasthali Aptitude Test (BAT).
- Honoured among Top 5 students (Batch of 2021) for exemplary contribution to the arts and overall school life.

## TECHNICAL SKILLS

Technical Skills	UX Strategy, User Flow Mapping, UI Systems, Wireframing & Prototyping, Interaction Design, Usability Testing, User Research, IA, Conversion Design, Behavior Analytics.
Soft Skills	Ownership, High-Speed Execution, Creative Problem Solving, Team Collaboration, Strategic and Critical Thinking.
Tools	Figma, Adobe Illustrator, Canva, Notion, AI-assisted Design Workflows