



ANJALI SINGH

Product & Game UIUX Designer

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New Delhi, India

EDUCATION

Bachelor of Fine Arts
SVS University | Fashion Design
June 2021 - March 2024

Diploma in Fine Art
Meerabai Institute | Applied Art
June 2014 - June 2017

EXPERTISE

Product Design
Branding & Packaging
Game Design
Design Consultancy

LANGUAGE

English
Hindi

Experience

8+ Years of Experience

Lead Game Designer

Surflabs | 2024 - 2025

Redesigned the core platform and Bingo game from the ground up. Led UX/UI for gameplay and Web3 payments. Collaborated with devs, artists, and studios to align design with growth and deliver polished, engaging experiences.

Senior Game UIUX Designer

Rush by Hike | 2021 - 2024

Led design for 15+ games as part of the core gaming team. Created UX flows, interactive prototypes, and visual design systems. Handled user research, game logos, and end-to-end UI/UX for flagship titles like Leedo and Fantasy Cricket.

Visual Designer

Hike Messenger | 2019 - 2021

Designed accessories and stickers for Hikemoji. Created marketing assets, illustrations, and animations. Collaborated with the product team and mentored design interns.

Graphic Designer

Graphic Designer | 2018 - 2019

Sworck Studio

Graphic Designer | 2018

Graphic Intern

Thot Media | 2017