

Inderpal Singh Viridi

07590 361 953
www.heyindy.com
indy@heyindy.com

Product designer | Illustrator | Motion designer

I am an experienced designer with over 12 years of freelance experience within the industry working with brands such as O2, Nokia, giffgaff, Three, Carphone Warehouse, Canon and Puma.

Experience

giffgaff

London

Dec 2020 - Dec 2022

Senior UI designer / Brand designer

Established a design system with my team. Also designed app UI screens, redesigned key brand assets, OOH posters, POS artwork, SIM packs, and involved in brand strategy. Designed and animated social posts, DRs, email headers.

giffgaff gameplan

London

Apr 2018 - Dec 2020

Senior product designer

Working on a fintech offering from giffgaff utilising Open Banking. In my role I set out to learn the appetite from the existing member base for a financial service. This involved user research, UX, prototyping, testing, designing the UI and motion design using lean UX principles.

The BIO Agency

London

Feb 2018 - Mar 2022

UI designer

UI design work for Three, working primarily on web and app UI, contributing to the design system.

Futurice

London

Jan 2018

Illustrator

Illustrated a story for Plan International who were developing an OpenCRVS system, a tool for recording civil registration in remote areas of the world. The Illustrations were used across the world to help tell the story of OpenCRVS.

iD mobile

(Carphone Warehouse)

London

Oct 2014 - Jun 2017

Senior product designer.

Brought in to help establish new brand. Responsible for the design of the website, mobile app and my account. Working alongside branding agency to establish a look and feel, and offshore teams to deliver projects. Also helped to evolve the brand from illustrations through to iconography.

O2

Slough

Jan 2012 - Aug 2014

Senior digital designer.

Senior digital designer working on the award winning <http://www.o2.co.uk> responsive redesign. Working alongside TribalDDB from early conceptual work through to delivery. Also worked on the shop redesign and prior to the redesign, BAU portal pages.

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CHI & Partners

London

Dec 2011 – Feb 2012

Senior digital designer

Responsible for art direction, designing and creating emails, banners, landing pages for clients such as Lexus and The Times.

Wunderman

London

Feb 2011 – May 2011

Digital designer

Brought in initially to produce flash prototypes for new Nokia website.

Exploring how users could interact and browse handsets. Also worked as a UI designer, producing pages from wireframes given by the UX team.

Razorfish

London

Dec 2010 – Feb 2011

Senior flash designer

Freelance role working on digital assets for Blackberry producing banners and microsites.

April-Six Ltd

Harefield

Sep 2006 – Aug 2010

Senior Digital Designer.

Primarily an interactive designer working with B2B giants such as Microsoft, Symantec, Orange, VMWare, Canon and Seagate. Design lead on Flash microsites, banners, stand alone applications, producing animated videos using After Effects to creating pure HTML/CSS websites and emails.

Education

Uxbridge

Sep 1999 – Jun 2003

Brunel University.

BSc (Hons) 2.1 in Computer Science

Isleworth

Sep 1997 – Jun 1999

Isleworth & Syon School.

A-Levels: Art, Mathematics, English Literature

Skills

Software

Figma, Adobe Photoshop, Illustrator, After Effects, Sketch App, Keynote, Principle, Marvel, Invision, Zeplin.

Coding

HTML 5, CSS 3, Javascript, JQuery,

Languages

English, Punjabi