

# Siddhant Singh

Experience Designer

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Studio Location - D3320

He is an interdisciplinary designer in the MDES Interaction Design program with core expertise in UX and usability practices (BDES at MITID, India). With prior experience on enterprise products and services at Deloitte Digital, he finds himself exploring deeper narratives at play as humans interact with various evolving systems in the world.

His passion to take us on a journey also delves into CGI motion work and digital cinematography through mixed media. Some of his creations have been exhibited as NFTs at Neal Art Gallery (2021) and SAUCE India (2022) while other opportunities include being a guest speaker at Lemonade Social (2021) and Design Development Days by Ddesignare (2022) on the topic of NFTs, metaverse & other creative endeavours.

KEYWORDS **Speculative Design** **Narratives** **Social Systems** **Well-being** **CGI / Virtual Cinematography**

## RESEARCH THEMES / INTERESTS

### 1/ Narratives & Storytelling

World-building / Meaningful connections / Non-linear pathways

Video games have been one of the most significant mediums to collaborate and form connections. It serves us with the most primal sense of adventure and journey we make with others, oftentimes even meaningful. How can we apply game design principles on other sources of media to engage in meaningful experiences beyond video games? Frameworks to discover/apply gamification in other fields.

### 2/ Social Systems & Impact

Virtual Therapy / Well-being / Gamification / Co-create

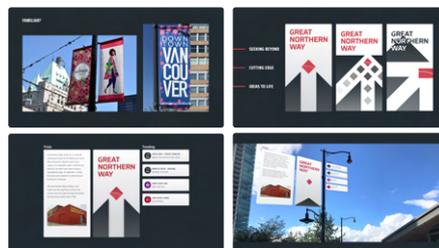
Social anxiety has moved from mere shyness to more deep-rooted influences that may become chronic in nature due to the constant transformation in social technology and recent pandemic isolations. Utilize emerging co-existence mediums by deploying structured narrative(s) to conduct a therapeutic group experiment. Aiming to assist in finding a sense of belonging and social comfort/confidence in the virtual as well as the real world.

## PIECES OF WORK



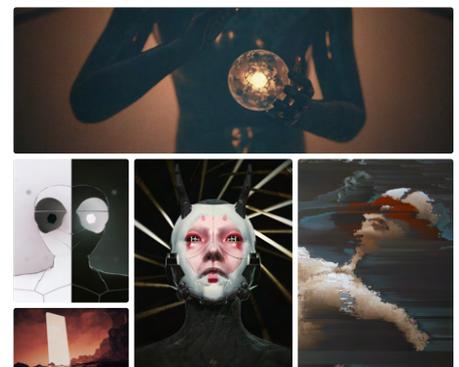
VR training and habituation simulator for mining industry – reducing training duration and accidental scenarios

BDES graduation project – 2019



A new way of city exploration using AR fused with city banners and a bit of human curiosity – discourse to various readings

MDES Interactions discourse – 2022



My leap of faith into the world of storytelling through CGI and cinematics

Personal art/cinematics – 2021 to present