Pulak Singh

Graphic Designer
Brand identity · Packaging · Digital · Editorial · Motion

hello@pulaksingh.com
Bahraich, Uttar Pradesh, India
Remote · IST, UTC +5:30

PROFILE

I design brands, packaging and digital work with a calm, international finish.

Graphic designer working across brand identity, packaging, social and digital. I run The Giggly Studio, a small branding and digital-marketing studio, freelance for brands in India and abroad, and lead the brand of Motor Masters Riding Club. I bring a researcher's habit to every brief: understand the audience and the numbers first, then keep it simple. Open to full-time remote roles and freelance projects.

EXPERIENCE

Founder & Designer — The Giggly Studio — Current
Branding and digital-marketing studio for small businesses, India

- Brand identities and logos for small businesses, from first concepts to final artwork.
- Social media management and online advertising for clients, with Instagram post and carousel templates for each brand.
- The studio's own sales material: a service catalogue, lead-capture forms and pricing for brand-identity packages.

Freelance Graphic Designer — Current
Brands and creators in India and abroad

- Posters, menus, stationery, merchandise and YouTube thumbnails, designed in Canva and Illustrator.
- Work for international clients inside their own accounts and brand systems.

Founder & Creative Lead — Motor Masters Riding Club — Current
Motorcycle riding club, Bahraich, Uttar Pradesh

- Lead the club's brand and content — Instagram (@mmrc.0fficial), ride invitations and rider certificates — in its black, cream and burnt-orange identity.
- Designed and built motormastersridingclub.com with rider sign-up, plus web tools for trip planning, invitations, a ride calendar, certificates and receipts.
- Plan rides end to end — routes, costs and pricing — with road safety first.

CAPABILITIES

Brand identity & guidelines	App UI/UX & prototyping	Editorial & layout
Packaging	Website & email design	Posters & typography
Social & campaign design	Icon design	Infographics & data
Outdoor & print advertising	Motion graphics	3D mockups & visualisation

TOOLS

Adobe Illustrator, Photoshop, InDesign and After Effects · Figma · Blender · Canva

AI

Generative image and video — Higgsfield and a self-hosted open-source setup (Mac and cloud GPU); AI assistants for research, copy and small web tools.

EDUCATION

PhD in Geography — In progress
Doctoral research on women's empowerment in India: status, literacy and education, and economic participation in Uttar Pradesh.

LANGUAGES

English, Hindi

INTERESTS

Motorcycle touring; filming and editing riding videos for YouTube.

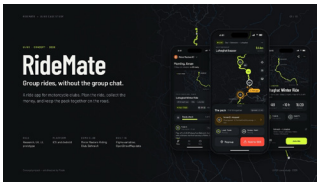
Selected work

Twenty concept projects, 2026 — art directed by Pulak

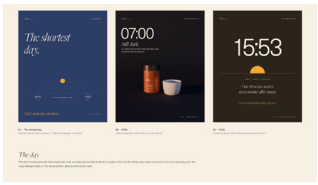
Each project comes with presentation boards, production-ready files and a written design briefing that explains the decisions. Full case studies on request.



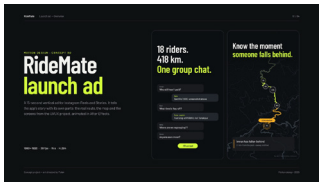
Ōra Tea Co.
Packaging & identity



RideMate
App UX/UI & prototype



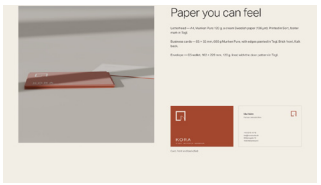
Ōra — The Shortest Day
Social campaign



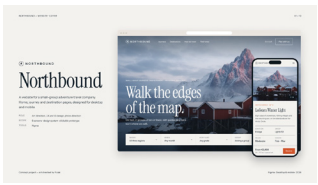
RideMate launch ad
Motion graphics



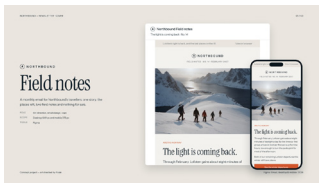
Kora Studio
Brand identity



Kora Studio
Stationery & email signature



Northbound
Travel website



Northbound — Field notes
Email newsletter



Cities
Poster series



Night Ride Festival
Event poster



Slow Roads
Magazine feature



Olea
Restaurant menu & identity



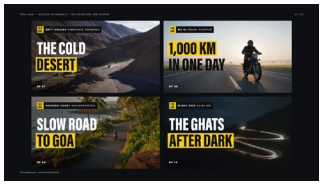
Women in the Global Workforce
Infographic



Type Experiments
Typographic posters



Throttle Club
Merchandise



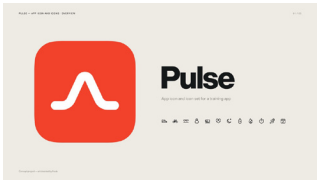
Two Lane
YouTube thumbnail system



The Last Monsoon
Book cover



Afterhours
Album art & Spotify Canvas



Pulse
App icon & line icons



Ōra Outdoor
Billboard & subway poster

CONTACT

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