

Gursimar Singh

SENIOR PRODUCT DESIGNER • VIBE CODER • DESIGN SYSTEMS

Chandigarh, India +91 98147 51056 gursimarsingh0@gmail.com gursimarsingh.in

PROFILE

Senior product designer and vibe coder based in Chandigarh. I take products from an unclear problem to a shippable system — research and product definition, information architecture, interaction design and the design system that holds it together — then build working front ends with AI coding tools. Founder & CEO of NoFault Design, and Assistant Professor of UI/UX at Chandigarh University.

EXPERIENCE

Founder & CEO

2022 — Present

NoFault Design • Chandigarh, India

- Founded and lead a design studio serving clients in India and abroad, owning work from first brief to launch.
- Set design direction and run projects end to end: problem framing, UX and interface design, build and delivery.
- Design in Figma and build working front ends with AI-assisted development, so ideas are tested as real products.

Founder & Owner

Jul 2023 — Sep 2024

Pind Vibes • Mohali, India

- Founded and ran a restaurant end to end — operations, hiring, suppliers and brand.
- Designed the identity, menu and customer experience in house, with same-day customer feedback on every decision.

Assistant Professor — UI/UX

Apr 2024 — Present

Chandigarh University • Punjab, India

- Teach UI/UX design to undergraduates through lectures, studio critique and end-to-end project work.
- Mentor students on portfolios and placements; coordinate branding for the department.

SELECTED WORK

Saathi CASE STUDY

Vernacular-first citizen app for India — life-need IA, four-script interface, status in plain language, working prototype. Co-designed with Krishom Sharma. — saathiapp.space

TradeX CASE STUDY

Investing app unifying stocks, mutual funds, forex and crypto — personas, five-destination IA and design system. Co-designed with Gurleen Kaur. — Behance

FitOra CASE STUDY

Fitness dashboard — module system and chart grammar shipped in dark and light themes, in five weeks. — Behance

The Knowledge Bus Global School LIVE

Website design and build for a CBSE school in Mohali. — tkbglobalschools.in

Foot Spa Café & Salon LIVE

Website design and build for a multi-outlet salon and café. — footspacafe.in

EDUCATION

Master of Design

Chitkara University

2021 • Punjab, India

Bachelor of Computer Applications

Goswami Ganesh Dutta Sanatan Dharma College

2019 • Chandigarh, India

SKILLS

DESIGN

Product design • UX strategy • Interaction design • Information architecture • Design systems • Design research • Usability & accessibility • Visual design

BUILD	Vibe coding — Figma to code with AI • Prototyping • WordPress
LEADERSHIP	Design leadership • Client & project ownership • Critique & mentoring
TOOLS	Figma • Framer • Webflow • Adobe Creative Cloud • WordPress • Notion • Claude • ChatGPT