Portfolio

Uday Singh Sidhu

Hello

I’m Uday Sidhu.

Ever since I was young, I have always been fascinated by the arts whether it be drawing, painting or even sculpting, I was born in Singapore and spent my childhood years growing up in various countries. This exposed me to different ways in which art and culture can inter-mingle. Therefore, when my family moved back to India it was not just a massive cultural change for me, but it also meant a change in the art forms around me.

I’m a 19-year-old second-year BA(Hons) Product Design student at Lasalle College of the Arts, Singapore. Over the past two years, I've had the opportunity to study in both Singapore and London at Kingston School of Arts. The exchange semester has broadened my design perspective, enabling me to explore diverse approaches from ideation to execution drawing from both Asian and Western design practices.

Interests

- Basketball
- DJing
- Surfing
- Trumpet
- Rock Climbing

Software skills

- Photoshop
- Illustrator
- Keyshot
- Rhino3D
- SolidWorks

Contact

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Delhi / Singapore

Education

Kingston College of the Arts
2025 (exchange semester)

Lasalle College of the Arts
2026

Pathways School Gurgaon
2023

Location

London

Singapore

New Delhi

2025 2022 2020

01 02 03 04 05 06 07 08 09

01

Cube OS

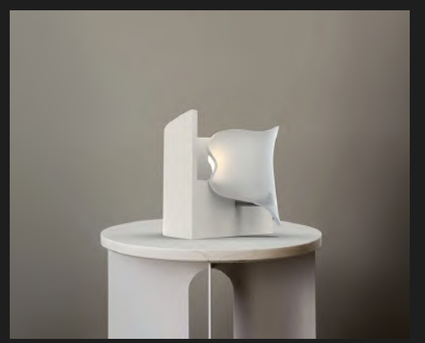
02

Hue

03

SoundBrick

04



Luminara Reflectique

05

ErgoRest

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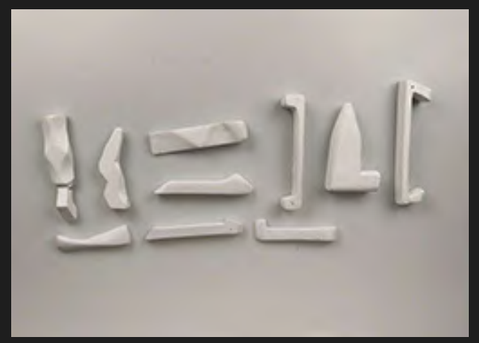
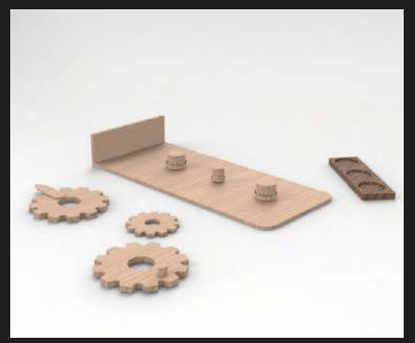


Door Handles

07

Clickster

08



Melody Gear

09

Custom Shoes

Cube OS

Project

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Kingston University London
Kingston School of Art

X

Map

DURATION 2 Months
YEAR 2025

SOFTWARES USED

Project

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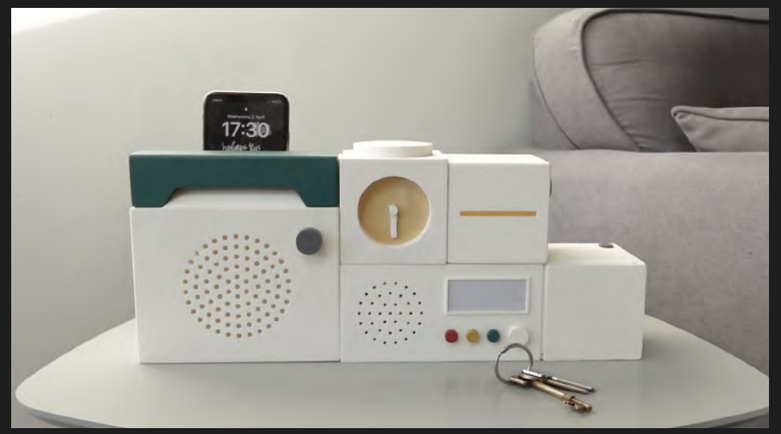
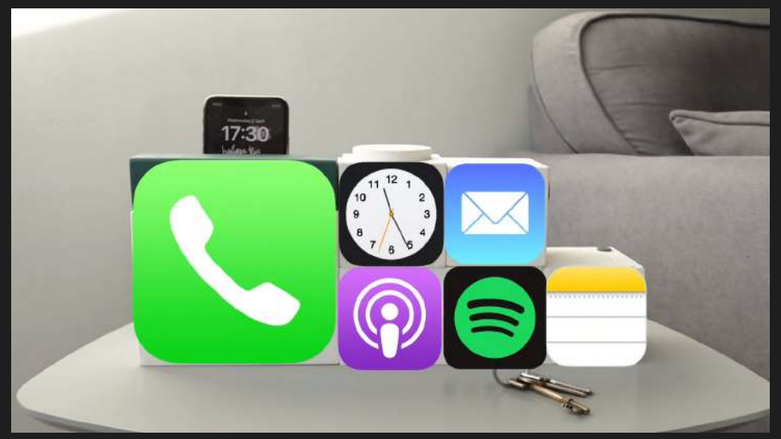
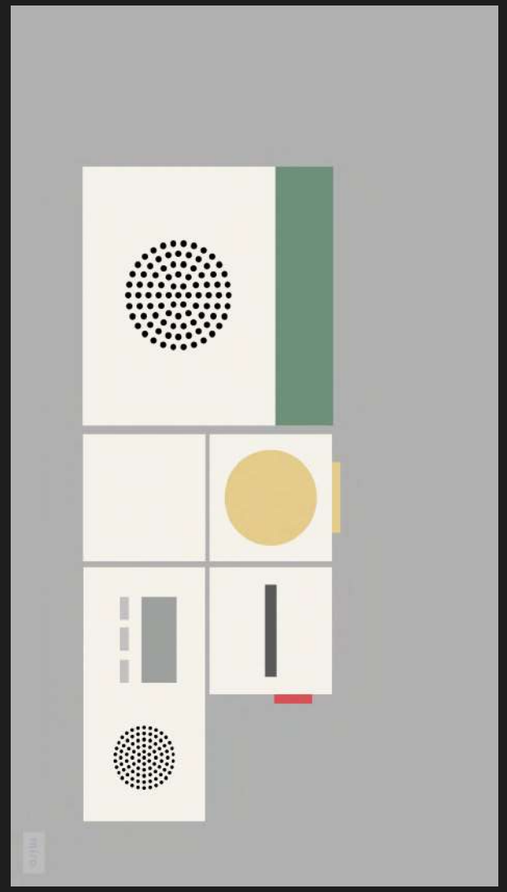
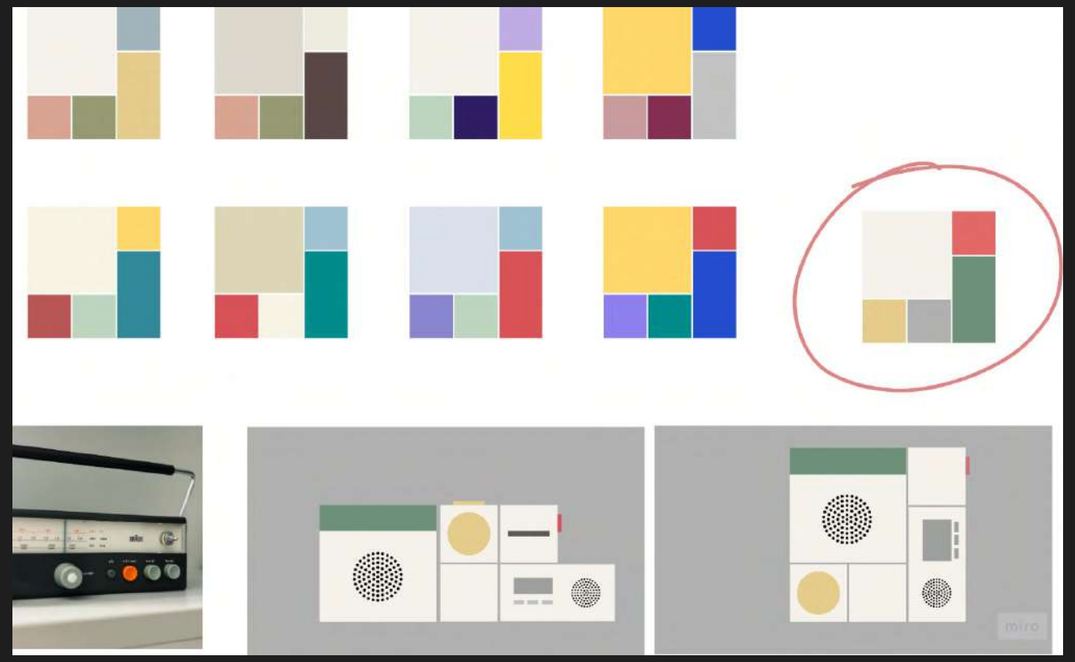
Ideation

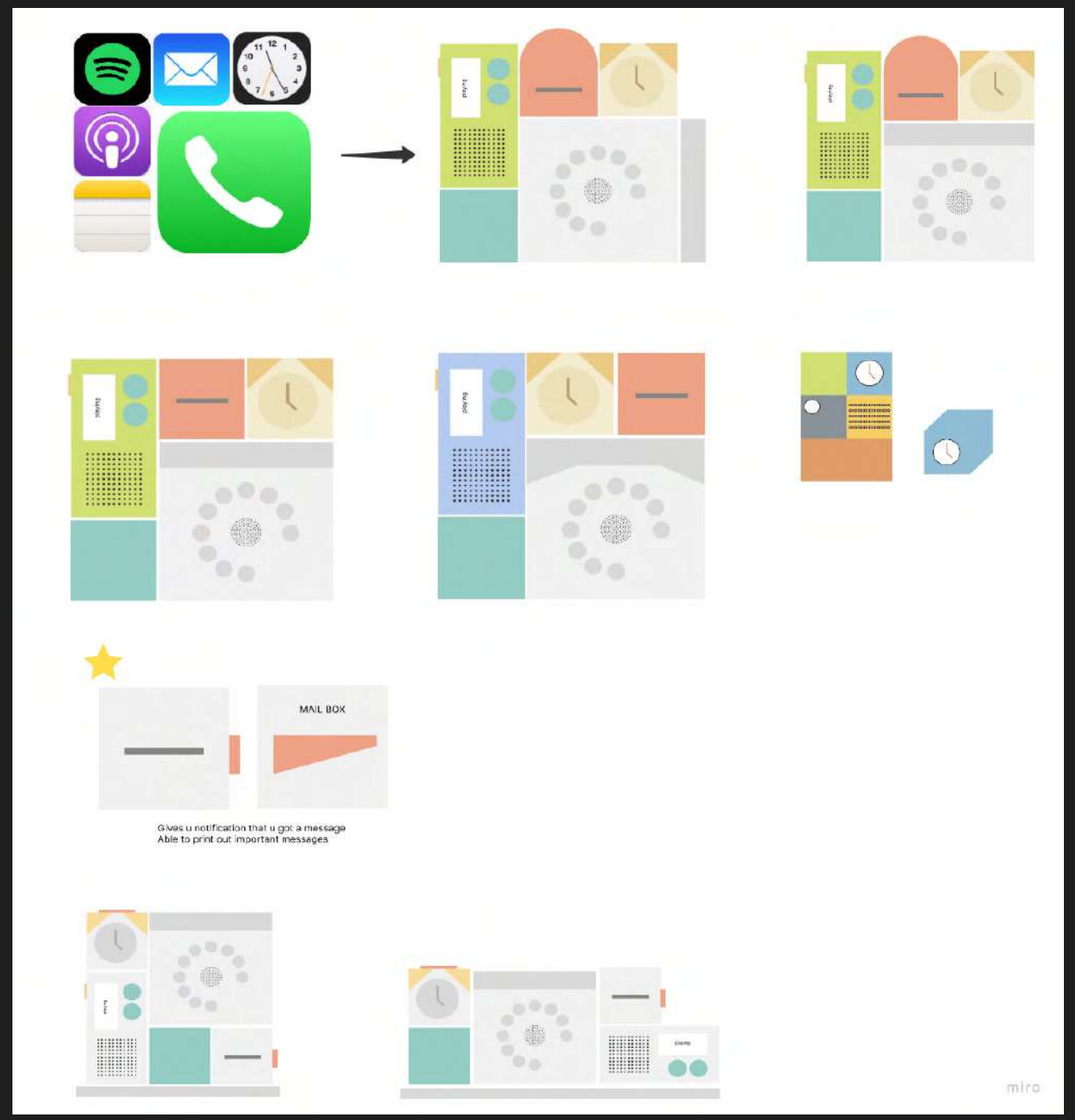
This project was a collaboration with The Map Office, London, with the brief to design a product that limits screen time for Gen Z while still providing smooth communication to the outside world. We created Cube OS, a modular, five-piece device that replaces a phone in a home setting.











Project

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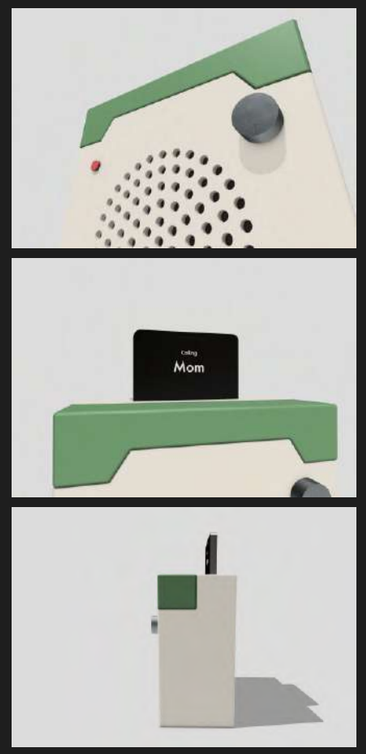
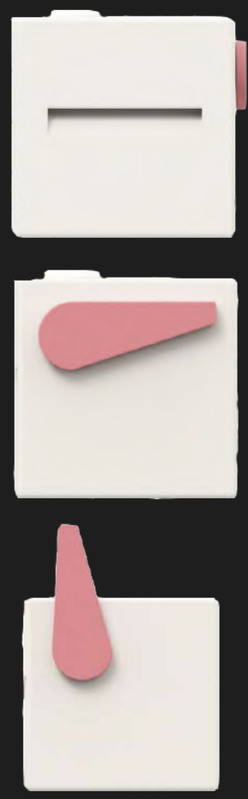
Hub

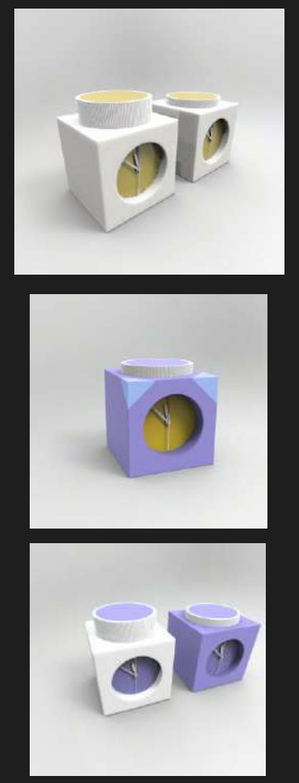


Inbox

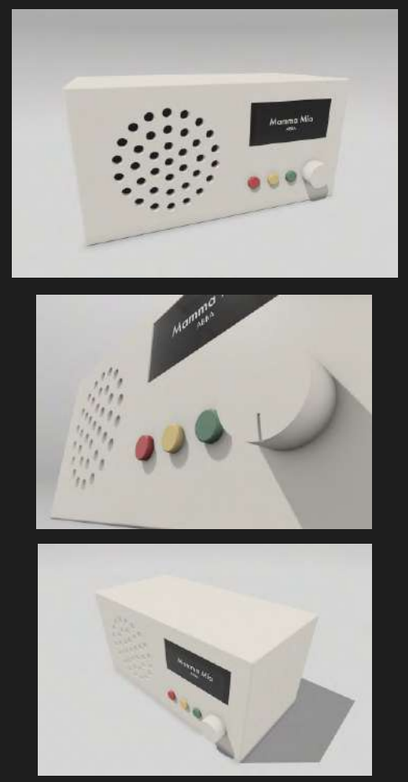


Notes

Clock



Radio



Hub development


20 min

Stool

Project

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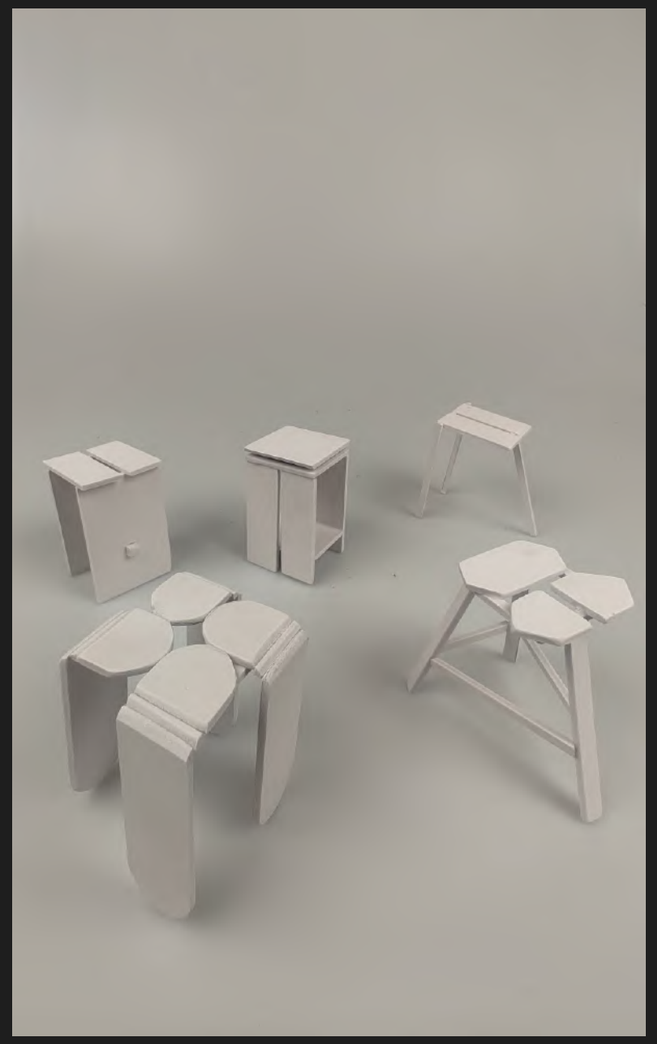
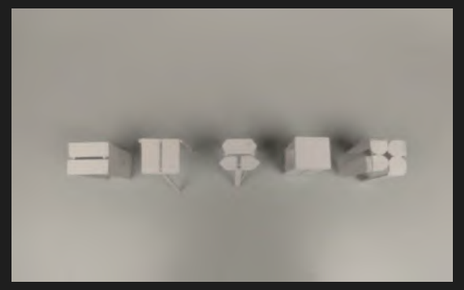
LASALLE COLLEGE OF THE ARTS X PLASTIFY

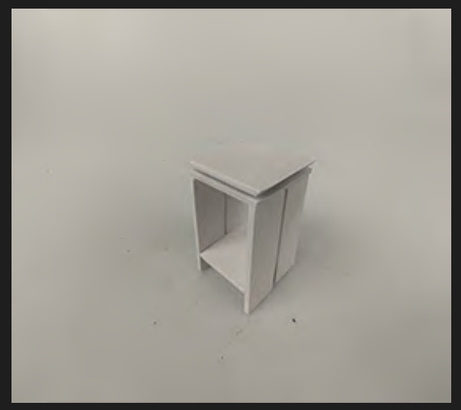
DURATION 3 Months
YEAR 2024

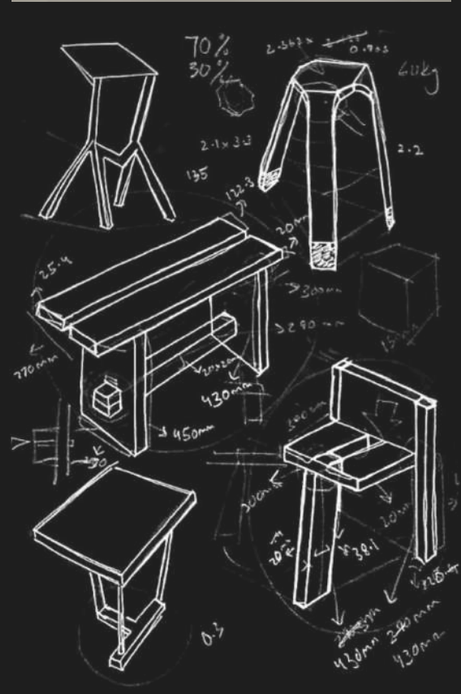
SOFTWARES USED

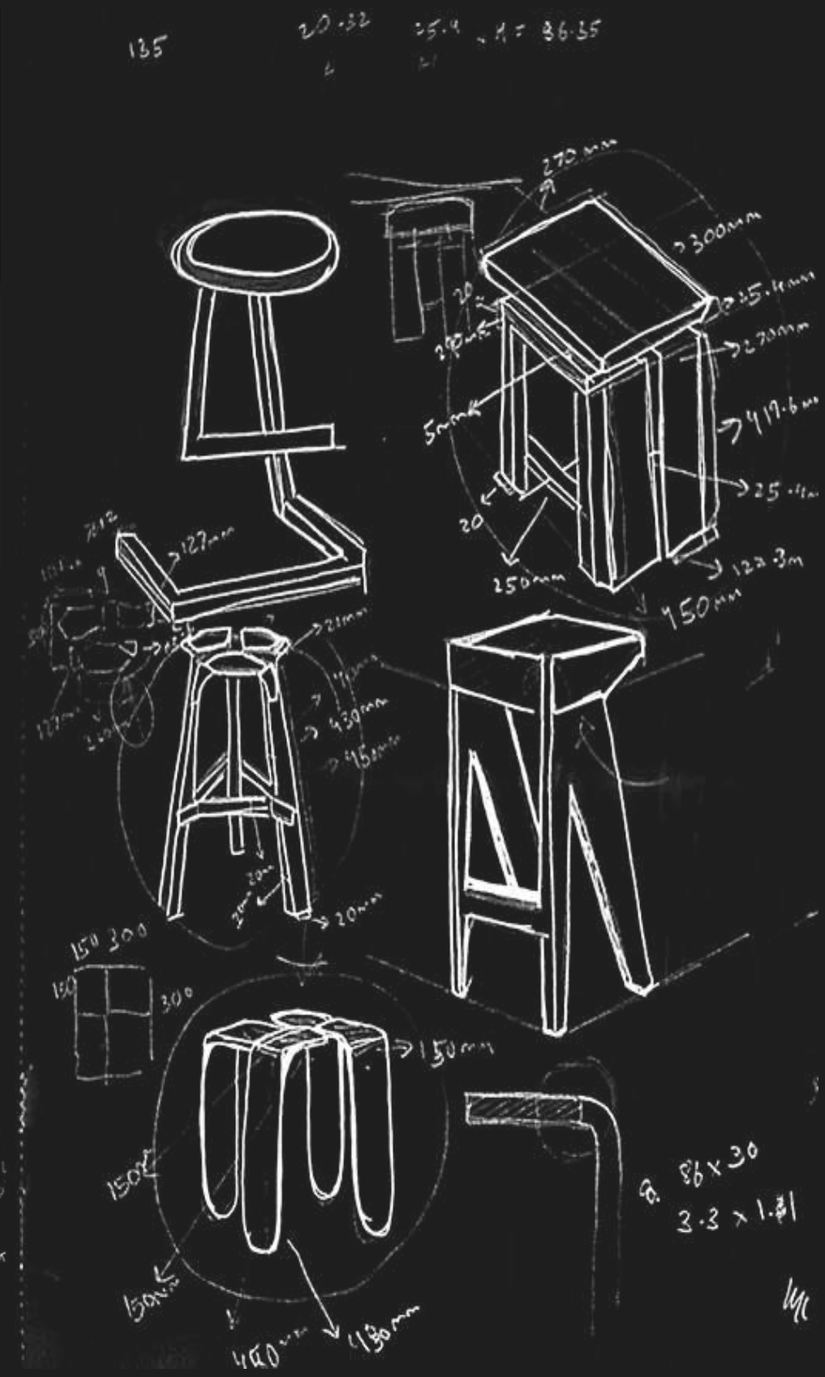
Ideation











I was engaged in a collaboration with PlastifySG and Lasalle College of the Arts to design a stool composed of 70% recycled plastic and 30% scrap wood, with dimensions not exceeding 300 x 300 × 450 mm. Initially, I developed 10 design variations, of which 1 was selected by my professor. I have now completed a 1:1 scale model of the chosen design.

Sound Brick

Project

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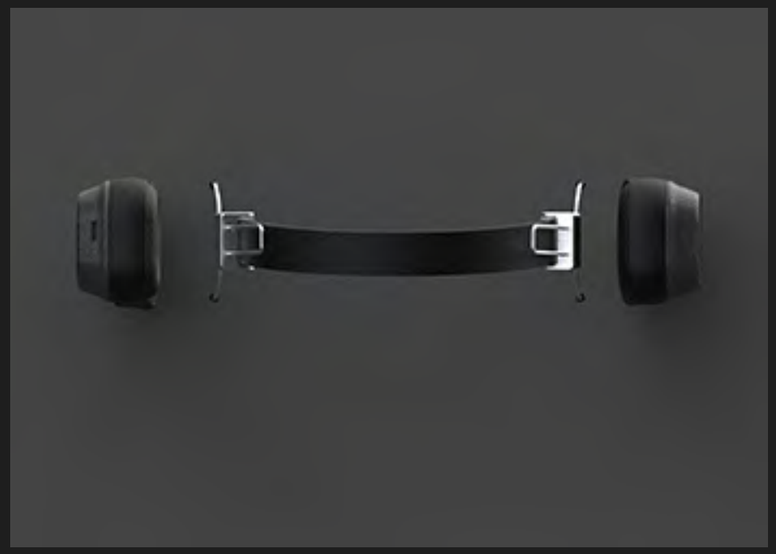
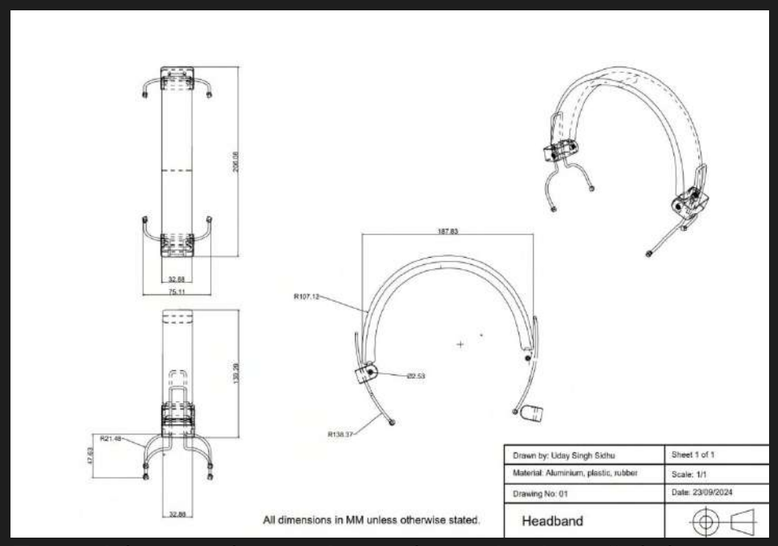
LASALLE COLLEGE OF THE ARTS X CREATIVE

DURATION 2 Months
YEAR 2024

SOFTWARE USED

Sound Brick





For this project, I recieved the “visionary design achievement” awarded to me by Creative Technologies Executive director. I had designed a modular headphone system that allows users to seamlessly switch between studio headphones and ANC headphones. The vision behind this project was to promote sustainability by reducing the need to purchase two separate headphones, offering an efficient and eco-friendly solution."

Persona:
Age: 22-38
Occupation: Currently in the music industry
Education: Bachalors degree in Music

Ideation

In this day and age however much we can do to lower our carbon foot-print will create a pave for the future.

- 40% of shoppers would pay up to
- 5% more for eco-friendly products.
- 23% would pay up to 10% more.
- 10% would pay up to 30% more.
- 7% would pay above 30% more.
- 20% of shoppers would not pay any sustainability premium at all.

Luminara Reflectique

A desktop work lamp for the modern crafter

Project

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DURATION 3 Months
YEAR 2024

SOFTWARE USED

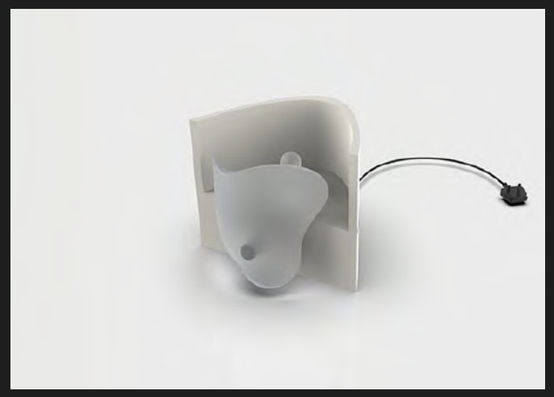
Context

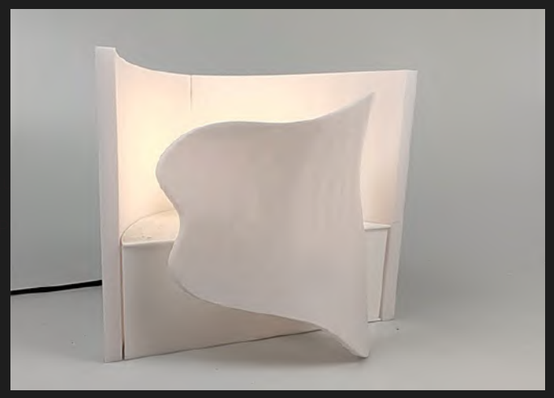
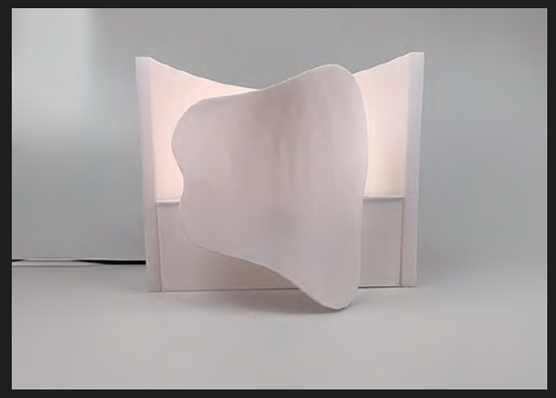
For this project, we were tasked with creating a functional lamp inspired by a designer of our choice. I chose Doshi Levien, and after exploring their work, I was inspired by their use of organic shapes and the way they play with shadows in lighting. I aimed to capture this in my lamp design.

Specifications

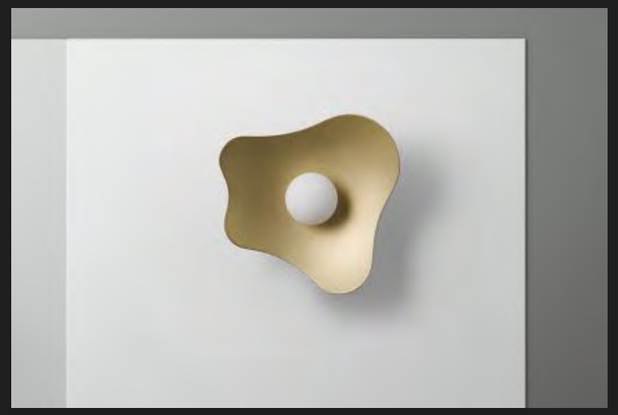
32cm by 22cm by 30cm
230v AC/12v DC
LED Bulb
PLA and Acrylic sheet

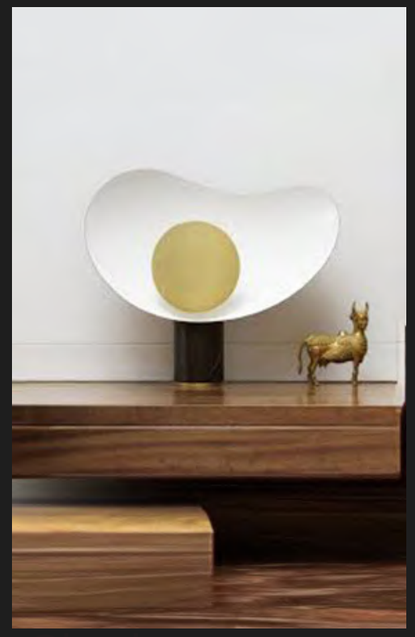
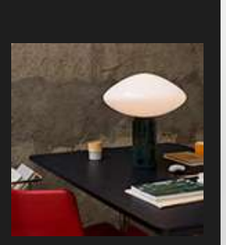
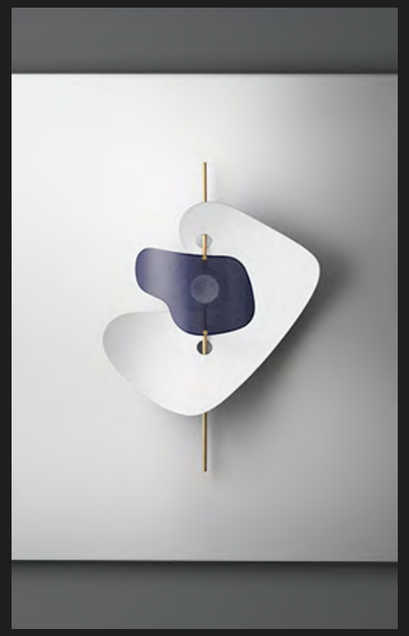
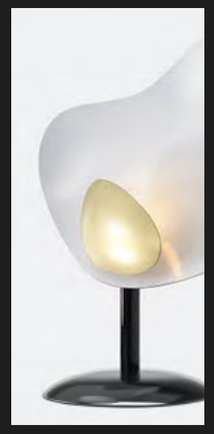
Final

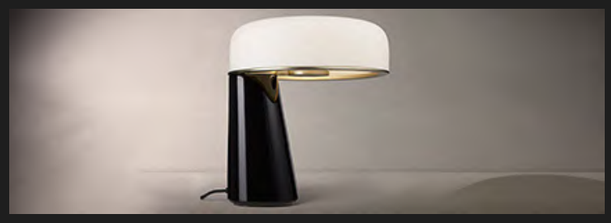


Inspiration





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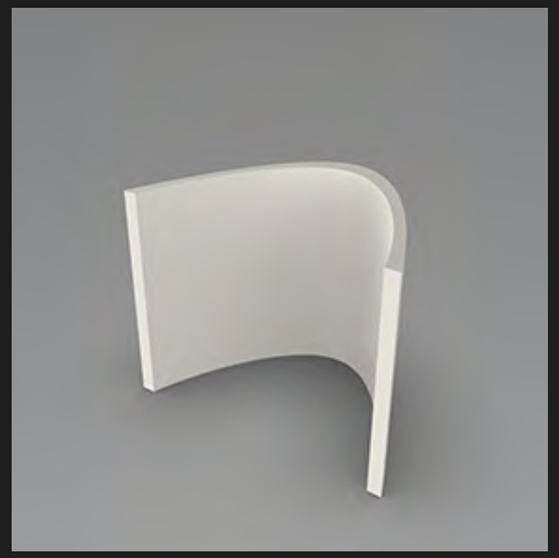

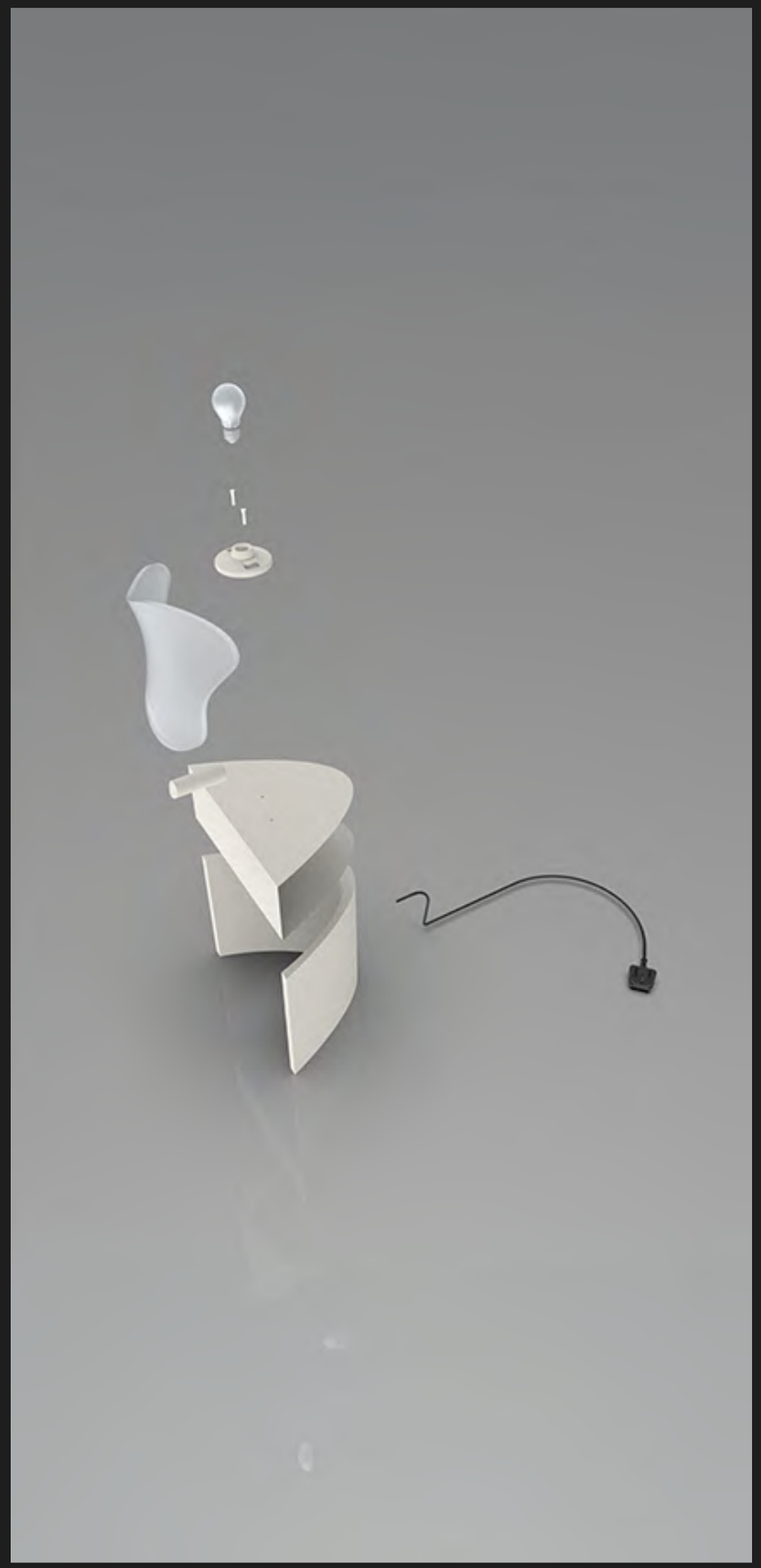

a.
The 1tst part is the “back panel” which connects to the base stucture and it is made out of PLA.

b.
The 2nd part is the holder and screws. The holder is in place for the bulb, as well as the screws to allow a firm stick to the base structure.

c.
The 3rd part is the “front panel” which gives a shadow affect based on its organic shape, it is made out of PLA.

d.
This section is the exploded view for the rest of the 3 parts of this lamp. Materials for this lamp contain of PLA and 3mm acrylic sheets.

ErgoRest

Developing CAD skills

Project

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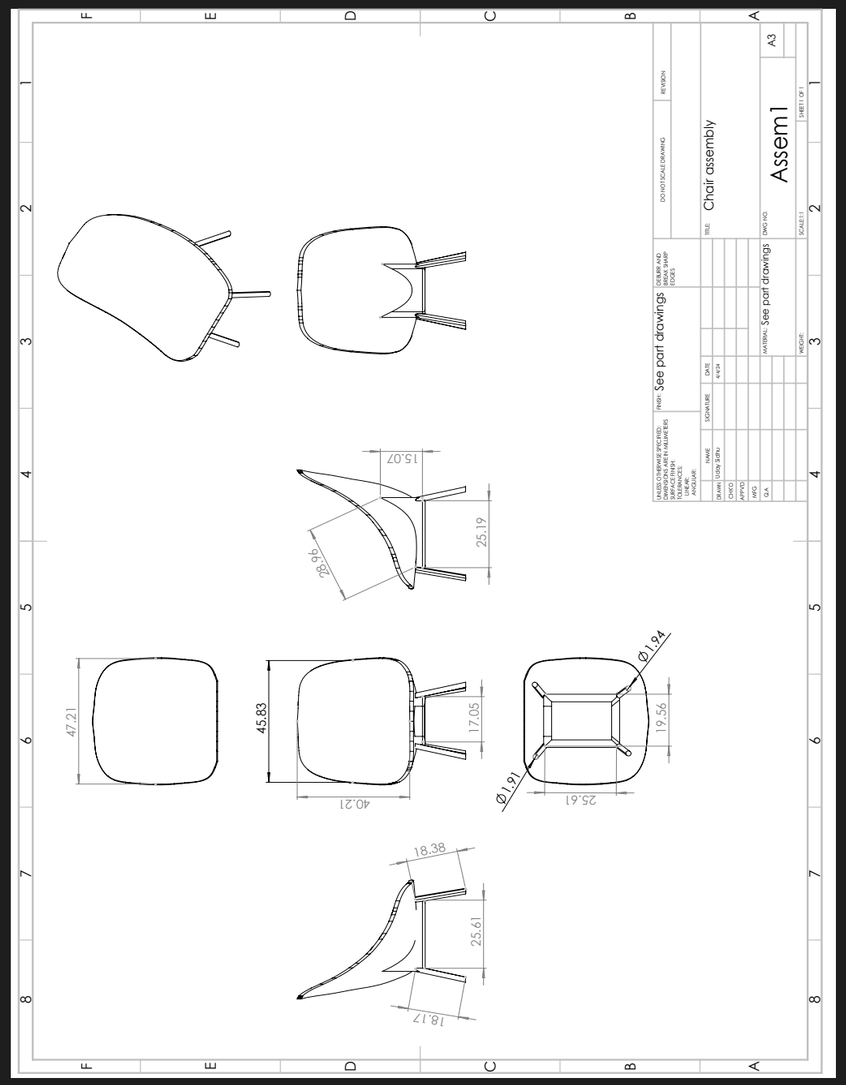
DURATION 3 Months
YEAR 2024

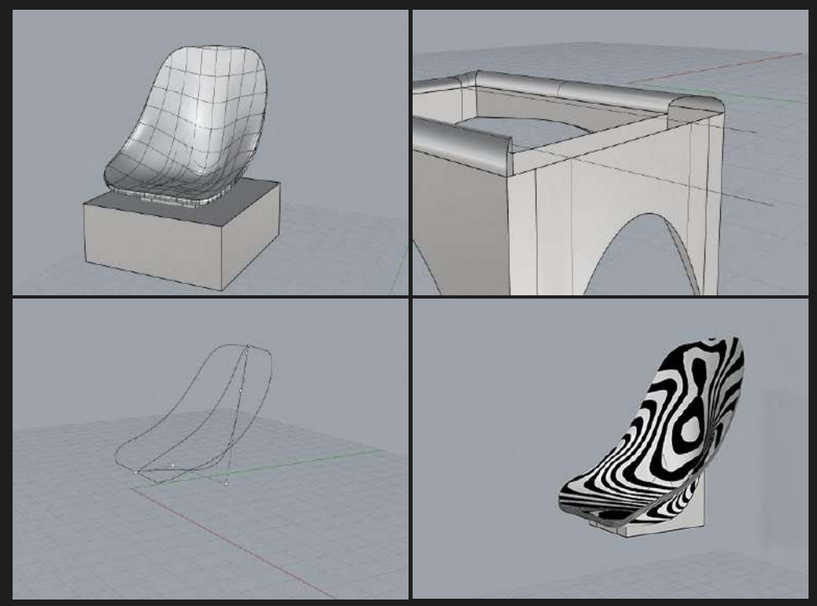
SOFTWARE USED

Context

During the second semester of my first year at Lasalle, I was tasked with designing a chair using Rhino 3D. The design had to be a solid form with no visible gaps, and the entire body, including all its parts, needed to have a continuous zebra pattern. Additionally, I was required to produce contextual and perspective renders using KeyShot, along with technical drawings in SolidWorks.



In the design process, I focused on ensuring a seamless zebra pattern with no visible gaps, essential for a cohesive look and structural integrity.



Conceptual renders are crucial because they visually communicate design ideas, allowing for early exploration of form, materials, and aesthetics. They help identify potential issues, facilitate feedback, and ensure alignment between designers, clients, and stakeholders before moving to the production stage. Renders also bring ideas to life, showcasing the final vision in a realistic, impactful way.

Door Handles

Model Making

Project

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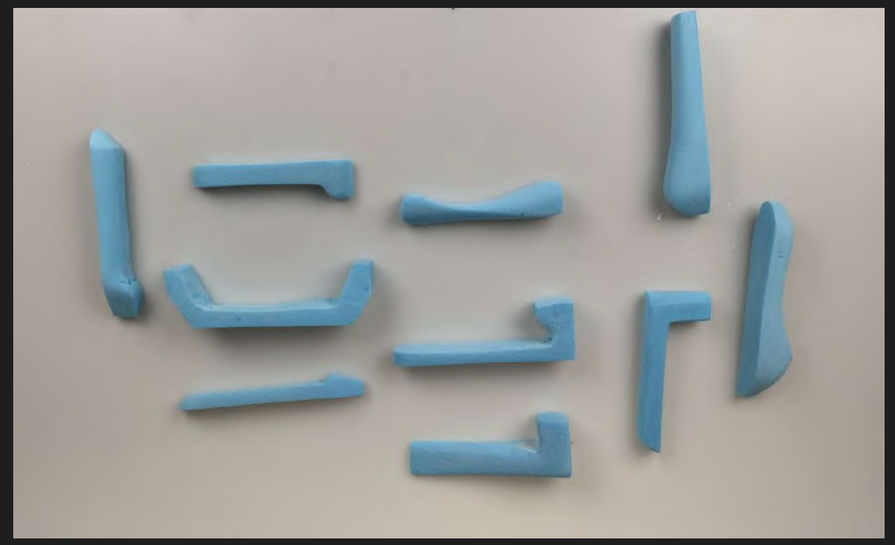
DURATION 3 Months
YEAR 2023

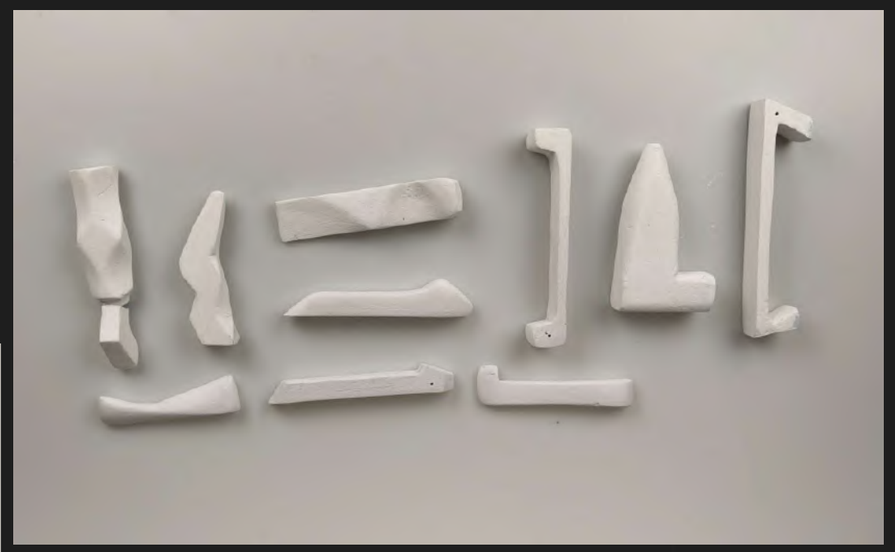
SOFTWARE USED

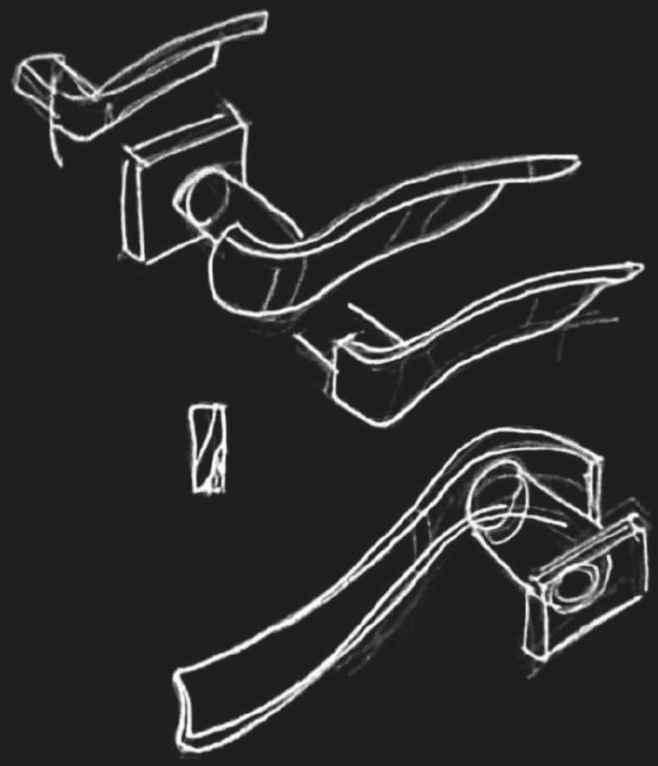
Ps Ai

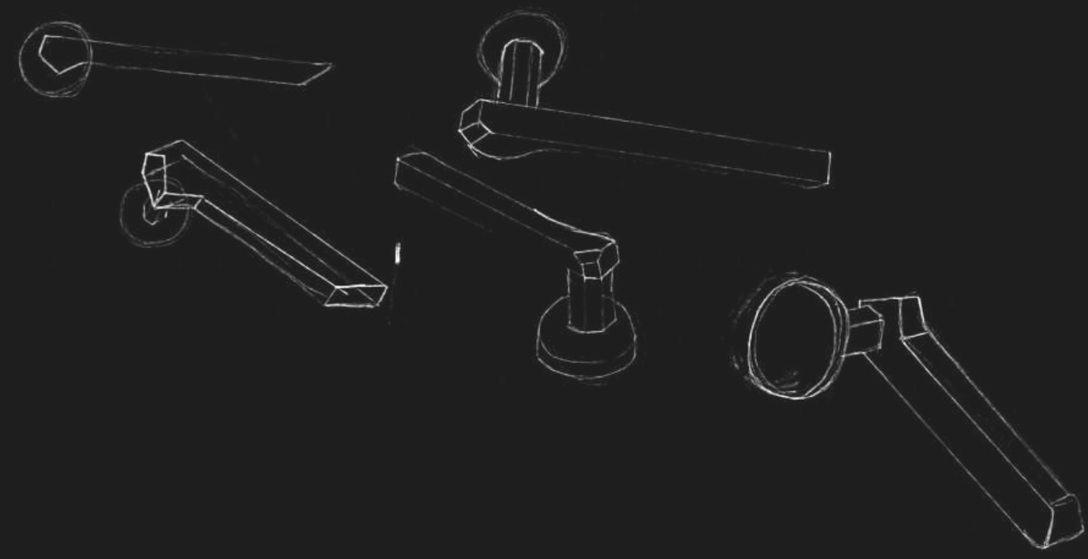
Process

For this project, my task was to design and create four wooden door handles, which would then be coated with acrylic spray paint. The process began with initial ideation through sketching, followed by the creation of 20 foam models. Of these, 10 were coated with white plaster for refinement. Ultimately, my professor selected five designs to be fabricated in wood for the final product.









Clickster

Developing CAD skills

Project

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DURATION 3 Months
YEAR 2023

SOFTWARE USED

Context

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During the first semester of my first year at Lasalle, I was tasked with designing a mouse using Rhino 3D. The design required a solid body with no visible gaps. Additionally, I needed to provide contextual and perspective renders using KeyShot, along with technical drawings. This task was extremely beneficial in helping me take my first step toward understanding how CAD softwares work.

Melody Gear

Aimed at strengthening fine motor skills and brain development

Project

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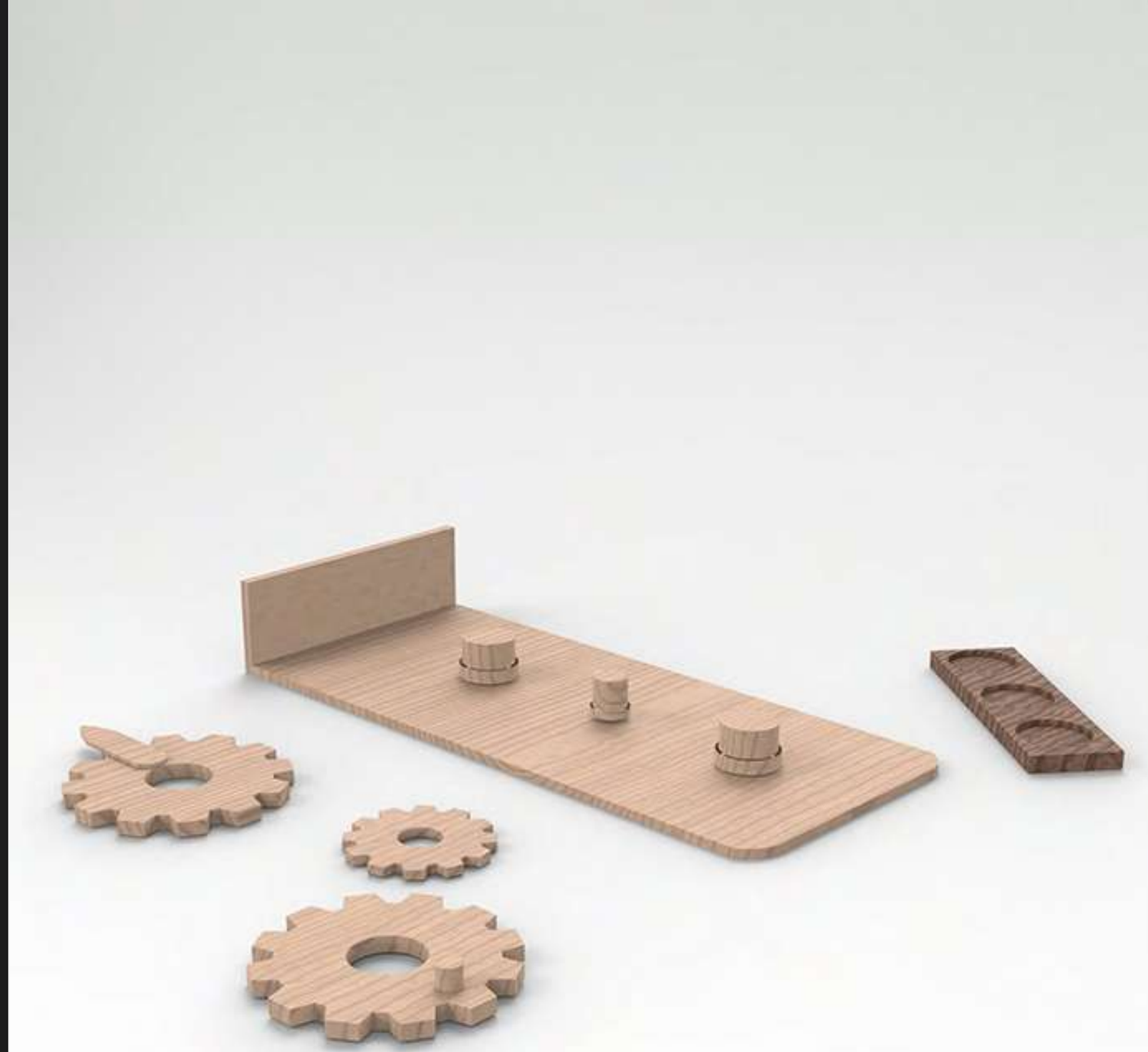
DURATION 2 Months
YEAR 2023

SOFTWARE USED



Understanding the issue

Based on research and the help of a survey most blind people have trouble navigating where a particular sound is coming from and what causes it.

The main problem behind this is due to the fact that they are not properly trained towards understanding what causes a particular sound.

This product aims to give 2 year old children the basic step towards understanding where sound comes from and what can produce it.

Improving thinking skills 

 Sustainable

How it works

1. By placing each individual gear in its intended slot.

2. The child then can replace and choose which curved surface he or she wants to select.

3. Place the curved surface onto the velcro

4. Rotate the gear by holding onto the handle and let the sound be produced!

Survey

60% of blind people have trouble understanding what sound is being produced.

75% of blind people wish they were able to understand different sounds and how they were produced when they were children.

Custom Shoes

Custom shoe business

Project

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DURATION 8 Months
YEAR 2021

SOFTWARE USED

Ps Ai

Website layout

Project

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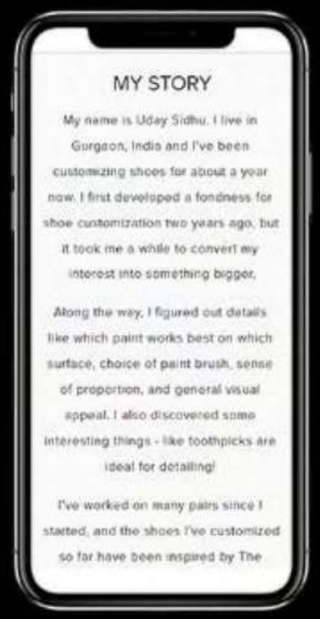
Page selection



My story

Gallery

Contact

The passion for design

(communication is also important)

Project

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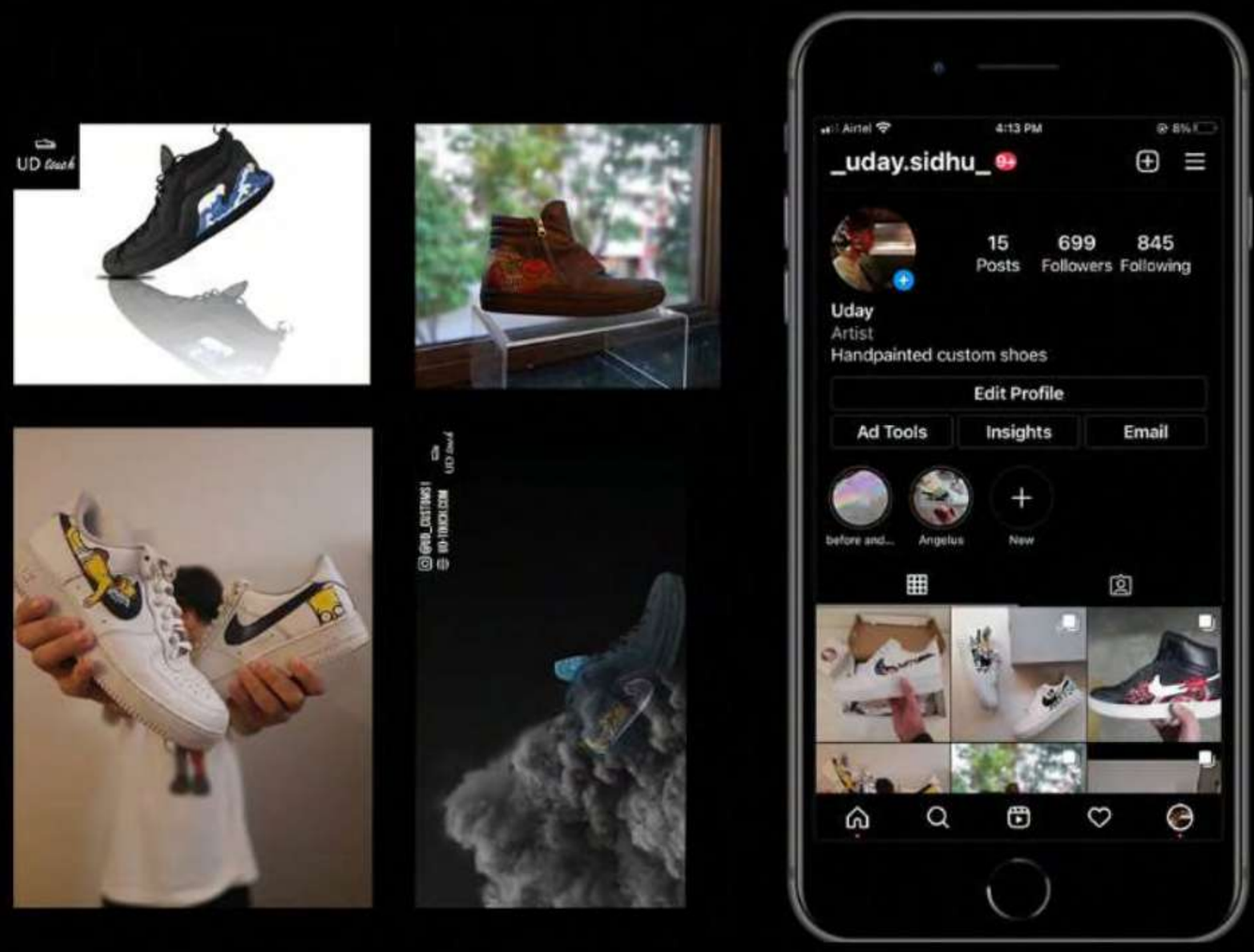
Social

My passion for this custom shoe project led me to open my Instagram page on which I uploaded all my custom shoe projects from start to finish. I find it as a very useful tool to see what other designers are doing and hot they communicate their projects. It also gives me the opportunity to create a web portfolio of my custom shoe work that can be consulted at any time.

@_uday.sidhu_



Project

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