

Work Experience

JUSPAY Technologies Pvt. Ltd.

Full Time Visual Designer ♦ Oct 2024-Present ♦ Bengaluru

- Designed for the **Juspay Global website**, contributing across IA, UI, homepage iterations, and L2 pages; helped scale the site from India-focused to global, driving 160% YoY user growth, higher global traffic share, and improved search visibility.
- Designed the **Hyperswitch.io website** aligned with updated brand guidelines and global marketing goals.
- Collaborated with designers, developers, and motion teams to integrate **Lottie animations, custom iconography, and scalable visual systems** across Juspay and Hyperswitch.
- Worked on multiple **high-priority product and brand marketing videos**, translating complex fintech and AI concepts into clear visual narratives:
 - Juspay for Airlines**, enterprise product marketing video.
 - Payment Orchestration Explainer**, visual breakdown of Juspay’s multi-rail orchestration capabilities.
 - Breeze Automatic Launch Video**, AI Copilot for D2C brands.
 - Xyne Launch Video**, abstract visual systems to communicate AI search and answer complexity.
- Designed the Hyperswitch Hacktoberfest 2025 webpage.
- Designed the IRCTC Credit Cards webpage
- Handled ad-hoc marketing tasks including social media (LinkedIn) creatives, pitch decks, and rapid-turnaround visual assets.

JUSPAY Technologies Pvt. Ltd.

Intern (Visual Designer) ♦ Apr 2024-Oct 2024 ♦ Bengaluru

- Collaborated with developers and designers on the re-branding and UI design of the Juspay Global website, refining through feedback and iterations.
- Designed visuals for HDFC Smart Gateway launch video.
- Designed custom iconography for the Juspay India website.
- Created visual assets for Hyperswitch, incorporating stakeholder feedback.
- Worked on pitch decks for Juspay and Hyperswitch, translating complex data into easily digestible visuals.
- Developed social media designs for LinkedIn.
- Designed visuals for Juspay’s Figma Config event and created an AR Instagram filter experience.

Prabhat Education Foundation

Self-Sponsored Design Project ♦ Ahmedabad, 2023

- Designed an inclusive illustration system for Prabhat, conducting workshops with over 300 children and adults with disabilities, and creating engaging visuals for social media, publications, and the website through participatory design methods.

Education

NID Ahmedabad

B.Des, Graphic Design
2020-2024

NIFT Bengaluru

Switched to NID
2019-2020

Skillset

Visual Design

Branding and Identity, Marketing and Product Visual Design, Web Design, UI, Motion-aware Visual Design(Lottie, Video-first Visuals), Iconography, Visual Storytelling, Publication Design, Typography, Illustration.

UX

Wireframing and Prototyping, Interaction Design, Design for Inclusivity and Accessibility.

Design Tools

Figma, Adobe Creative Suite (Ps, Ai, Id, Ae), Framer, AI enabled Design Workflows (Claude, Google AI Studio/Gemini, ChatGPT, Midjourney)