



VINAY SAGAR

I design visual systems that move. 7+ years crafting 3D illustrations, motion, and brand systems for digital products. Most recently shaping the visual experience of MetaMask, one of the world's most used crypto wallets.

- Brand Systems
- 3D illustrations
- Interaction Design
- Motion Design

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My Stack

- Figma
- Adobe Suite
- Procreate
- Spline
- Blender
- Rive
- Lottie
- Framer
- Webflow
- Lovable

Experience

Consensys · MetaMask Senior Brand Designer

Own 3D illustration and motion design for the MetaMask mobile app, including the onboarding flow, pull-to-refresh animation, and Splash screen. Created extensive 3D assets across the mobile app and browser extension defining the visual language of the product.

Defined interaction guidelines structured for LLMs to generate consistent prototypes during ideation. Built interactive prototypes on Replit with control panels for real-time testing.

1.1y | Jun 2025 – July 2026 · Dubai, UAE

Torus Labs · Web3Auth Senior Brand Designer

Joined as an early design hire when the product was a single wallet. Led the complete rebrand from Torus to Web3Auth as the company scaled.

Created and maintained a comprehensive 2D illustration and visual asset library powering 50+ campaigns, events, and product launches over four years.

Drove brand identity for Web3Auth, OpenLogin, and SafeAuth’s typography systems, visual identity, and product expression across web and app.

Owned and maintained the design system tailored for both the developer and user fronts.

Built and managed a scalable, modular asset library to support marketing, print, digital campaigns, and event collateral, including video production.

4.3y | 2021 Mar – Jun 2025 (Singapore · Remote)

Jhaiho Lead UI and Brand Designer

Owned end-to-end brand identity and website for a Bengaluru based tattoo marketplace.

Designed a first of it’s kind body-map filter, a front and back human figure with selectable zones replacing text-based filtering, solving a real usability barrier for Indian users while searching tattoos for a particular body part.

2.1y | 2019 Jan – 2021 Feb (Bengaluru)