

SHRADHA SHAJU

SENIOR BRAND & COMMUNICATION DESIGNER

Designer working across brand systems, product communication, and campaign storytelling, with experience shaping how fintech products are understood at scale. At Razorpay, worked on launches, growth communication, event identity systems, and fintech product narratives. Builds visual systems that sit at the intersection of business, product, and brand.



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EDUCATION

Bachelor of Design, Indian Institute of Technology Guwahati, India

2018 - 2022

EXPERIENCE

Razorpay, Bengaluru, India

Senior Communication Designer

Apr 2024 - Aug 2025

- Designed launch campaigns, branded environments, and storytelling assets that balanced scalability, speed, and consistency across multiple audience segments.
- Led visual design and execution for large-scale Razorpay brand campaigns, internal initiatives, and event experiences across digital and physical touchpoints.
- Collaborated with marketing, product, people operations, and external partners to develop cohesive communication systems aligned with evolving brand and business goals.

Communication Designer

Jul 2022 - Apr 2024

- Crafted visual communication systems and campaign assets for Razorpay Capital products including Line of Credit, Corporate Card, Postpaid, Loans.
- Designed conversion-oriented campaigns and growth communication in collaboration with product marketing, growth marketing, product design and business teams.
- Worked across fast-paced launches and iterative campaign cycles, ensuring visual consistency while adapting to evolving product and business priorities.

SKILLS

Design: Visual & communication design, layout systems, branding, campaign design, conversion-focused design, motion graphics (basic), storytelling, AI experimentation.

Tools:



Figma



Midjourney



Illustrator



Photoshop



After Effects

Collaboration: Stakeholder communication, scope & expectation management, cross-functional alignment, project planning.

Strategy: Experimentation mindset, data-driven decisions, funnel communication, performance-oriented design.