

Vrunda Patel

Visual Designer

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I'm a Boston-based Visual Designer with over five years of experience creating brand identities, marketing assets, and digital products for teams like Leaf Loans, Azuro, Snapbrillia, and CrowdDoing. My eye for design traces back to Mumbai, where I grew up finding beauty in the chaos, from the graffiti on local trains to my cousin's still-life paintings in a house of twelve. At SCAD, I fell for typography and the way a single typeface can give words a personality of their own. I'm also UX certified by the Nielsen Norman Group. I still chase creativity wherever I can find it, whether at work, volunteering, or in weekend doodles.

EXPERIENCE

Founding Designer

Leaf Loans Remote, MA

Sep 2024 – Present

Leaf Loans is an AI-native NBFC giving marketplaces, OEMs, and enterprises access to capital in days rather than months.

- Shaped Leaf Loans' visual identity from the ground up, designing a logo that positions a young fintech as a credible, modern lender.
- Designed the marketing landing page end-to-end, turning a complex fintech product into a clear, conversion-focused narrative that signals trust and speed.
- Designed the customer lending portal and internal loan origination and management platform (LOS/LMS), taking borrowers from landing page to loan in under a minute and helping disburse \$500K to 800+ businesses in 6 weeks.

Volunteer Digital Designer

CrowdDoing Remote, MA

Aug 2022 – Aug 2024

A volunteer-powered social innovation organization driving systemic change across global, mission-led initiatives.

- Drove design for the Medicinal Food & Herbs initiative, transforming dense, complex research into clear, intuitive site maps and journey maps that became the team's shared product blueprint.
- Designed and launched the initiative's full web presence end to end—a primary website and a companion microsite in Webflow—turning a mission-driven vision into a polished, living digital product.
- Contributed design leadership across a distributed, cross-disciplinary team of global volunteers tackling systemic change.

Graphic Design Intern

Snapbrillia Remote, MA

Sep 2021 – Apr 2022

An inclusive hiring platform offering diversity analytics and unbiased hiring tools for enterprises and startups.

- Joined as one of the earliest design hires and designed the company's flagship landing page—shaping the first impression for every visitor and anchoring the brand online.
- Built Snapbrillia's visual foundation from the ground up—logo, brand color palette, and a reusable design system that unified product and marketing.
- Owned design delivery in a fully remote startup, partnering daily with the founding team via Discord to ship the website and brand identity.

Head of Design

Azuro.in Mumbai, India

Jul 2016 – Oct 2020

A Mumbai property-management startup managing thousands of homes; joined as a founding member, since acquired by Square Yards (India's largest property broker).

- Led design from ideation to acquisition by Square Yards, establishing the company's design systems and UX principles.
- Headed all internal digital design—website, analytical tools, lead-management systems, and third-party onboarding journeys.
- Headed all external marketing design, from social media ad campaigns to offline marketing assets.
- Designed and executed digital and print advertising campaigns targeting homeowners and tenants across major platforms.
- Created social media campaign assets for Facebook and Instagram to attract homeowners to list their properties.

EDUCATION

Savannah College of Art & Design

Master of Arts, Graphic Design

Rachana Sansad College of Art & Design

BFA, Applied Arts

The Interaction Design Foundation

*Certificate — Perception & Memory in HCI/UX; AI for Designers
2024–2025*

Nielsen Norman Group

*Certified UX Designer
2018–2020*

SKILLS

Web Design
Graphic Design
UX / UI
Print Design
Visual Design

AI TOOLING

Claude Code + Figma MCP
Code Connect

SOFTWARE

Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Adobe After Effects
Sketch
Figma
Framer

METHODOLOGIES

Agile
A/B Testing
Usability Testing
Empathy Mapping

WEB / SEO

HTML
CSS