



Gobi Siva

Creative & Product Designer



+ 4 years of experience

Multidisciplinary design skills

Bengaluru, Karnataka, India | Home Town : Coimbatore , Tamil Nadu



All links are live and clickable.



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[My LinkedIn](#)



[My Portfolio site](#)

About Me

Creative & Product designer with 4+ years across zero-to-one startup products and consumer brand experiences. At Vedo Tech, I work directly with founders to take ideas to functional MVPs that hold up in seed and VC conversations. Previously three years at Octech Digital, designing microsites, dashboards and gamified campaigns for **40+ consumer brands including Coca-Cola, Thums Up, Oreo, Britannia, BigBasket and ITC**. Shipped a chef-booking app to the Play Store as founding designer.

Experience (4 Years)

Vedo Tech Bengaluru, India

Product Designer,
Dec 2025 - Aug 2026

- Design zero-to-one products end to end: competitive analysis, product definition, user journey mapping, UI and clickable prototypes used in investor conversations. Designed the product interface for the Vedo x AgeReboot platform partnership.
- Take products from first concept to a functional, testable prototype in weeks rather than months, running weekly design sprints with founders.
- Build strategic funnel websites for launch-stage teams, converting positioning into conversion-focused user flows.

Octech Bengaluru, India

Creative & Product Designer,
Jan 2023 - Dec 2025

- Designed digital campaigns and product interfaces for 40+ consumer brands including **Coca-Cola, Thums Up, Oreo, Britannia, BigBasket and ITC**.
- Designed interactive animated microsites (Thunder Wheels, Thums Up), driving 25% engagement growth and a 15% lift in brand visibility.
- Designed the City Manager dashboard for enterprise banner automation, reducing manual effort by 40%.
- Ran usability tests on gamified microsites (Oreo), increasing participation by 35%.
- Built a shared component library across campaign microsites and designed to WCAG 2.1 AA contrast and touch-target standards.
- Produced motion graphics, 3D visuals and video edits for campaign launches, delivering web, social and print from a single pipeline.

Pepy Technologies Coimbatore, India

UI/UX Designer,
Jan 2022 - Dec 2022

- Designed UI and UX for client web and mobile products: wireframes, interface design, graphic and motion assets, and developer handoff with annotated specs.
- Delivered investor-facing prototypes for a pre-seed pitch, converting an early product idea into a working demo used live in investor meetings.
- Build reusable component libraries and design systems so early teams ship consistent UI without a designer in every loop.

Education

BCA, Data Science — **SRM Institute of Science and Technology**, Chennai -Expected 2029

Design Technology (Visual & UI/UX Design) — **Buff Creative College** 2021 – 2022

Diploma, Electrical & Electronics Engineering — **NPTC, Pollachi** 2016 – 2019

Skills

Product Design:

- Product design
- UX design
- UI design
- User research
- Competitive analysis
- User journey mapping
- Usability testing
- Wireframing
- Prototyping
- Information architecture
- Interaction design
- Design systems
- UX writing
- Accessibility (WCAG 2.1 AA)

Motion & 3D

- Motion graphics
- Animation
- Micro-interactions
- Video editing
- 3D modelling and rendering
- Basic VFX

Web Design & No-Code

- Web design
- No-code web and app building
- Dashboard building
- Framer , Web flow
- Antigravity and Claude MCP no code Building

Certification

Enterprise Design Thinking Practitioner

Don Norman groups

Design Technology

Buff Creative Collage

Own Projects

COYD - Chef-booking app, Founding Designer Jan 2024 – Dec 2024

Viva - (UX Tooling): Built a self-initiated product from concept to prototype, driving 1,230 Product Hunt interactions.

Vads - V.Ads: Built a hyperlocal digital display network from initial business concept and hardware prototyping to live commercial deployment.

Tools

- Figma (advanced)
- Framer
- Webflow
- Adobe Creative Suite (Photoshop, Illustrator, After Effects, Premiere Pro)
- Blender
- Spline
- Rive
- Lottie
- Nuke

Technical & AI

- HTML
- CSS
- JavaScript
- React
- Python
- Claude and other pipe line automation
- Figma MCP
- AI-assisted research

Ways of Working

- Strategic thinking
- Communication
- Presentation skills
- Cross-functional collaboration
- Creative thinking
- Agile/Scrum delivery
- Developer handoff