Geetika Shukla

Hello, I'm a product designer with 5 years of experience in B2B fintech SaaS, driven by curiosity, a love for thoughtful typography, and a passion for exploring new ideas—both in work and in life.

EDUCATION

M.Des. (2017–19)

National Institute of Design, Bengaluru, Karnataka

B.Arch. (2011–16)

Government College of Architecture, Lucknow, Uttar Pradesh

CONTACT

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WORK EXPERIENCE

Lead Growth Designer

Leading visual and UI design at Setu. Worked towards creating brand identity, and ensuring visual consistency across platforms for Setu.

Setu
Feb 2020 – present

Retail Experience Designer (Graduation project)

Ather Energy
Jun 2019 – Dec 2019

Freelance Graphic Designer

Nonesuch Studio
Oct 2018 – Nov 2019

Junior Architect

Prime Designs
Jul 2016 — Dec 2016

TOOLS

Figma

Adobe Creative Suite

WORK

Portfolio →

SKILLSET

Graphic design

Website design

Product design

Motion graphics and video editing

Basics of type design

Basics of HTML, CSS and Next.Js