

MEDIUM

A studio that designs digital
products loved by users.



We're a team of digital product designers

Founded in 2018, Mediyum is a boutique design studio rooted in Goa's creative energy and coastal calm. We're a small, close-knit team blending creativity, craft, and clarity to shape digital products people truly love. The studio is led by NID and IIM alumni with a shared vision for thoughtful design.

Before interfaces, we designed museums - two of them, in fact. That's where "Mediyum" was born: from medium (the form of expression) + yum (the joy of experience). The name is also a reminder of what we believe in - making experiences engaging and memorable, no matter the medium.

Who we work with



Large Enterprises

Fintech



Edtech



TravelTech & HealthTech

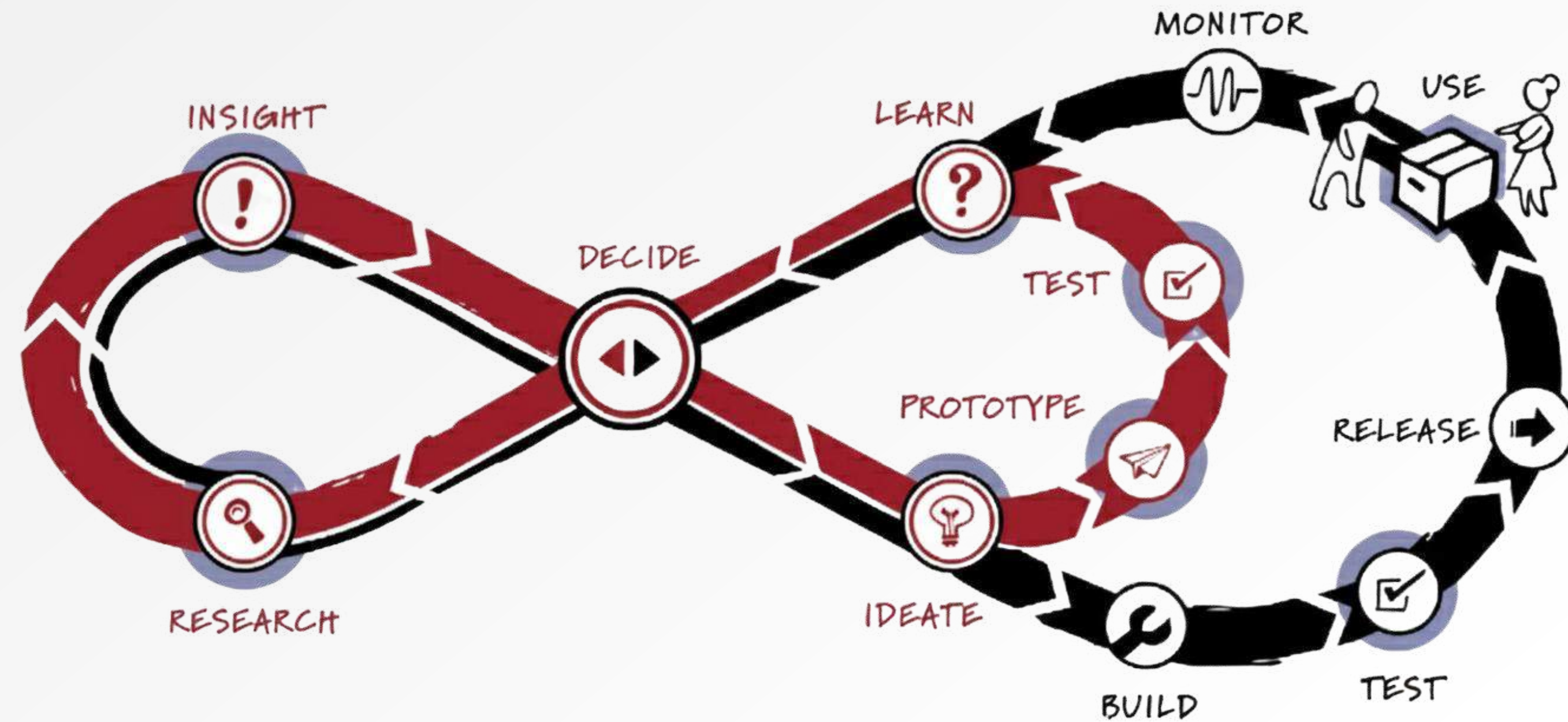
SalesTech & HRTech



Enterprise SaaS & AI

What we do

We imagine the product development process as a continuous cycle



Our contribution
at each stage

- User research
- Stakeholder research
- Journey mapping
- Ecosystem mapping
- Competitive analysis
- Secondary research
- Benchmarking

- 1-week MVP
- Brainstorming Workshops

- Information Architecture
- Wireframing
- Visual Design
- Animations
- Design Systems
- Usability Testing

- End-to-end product development
- Post-launch evaluation
- Design support

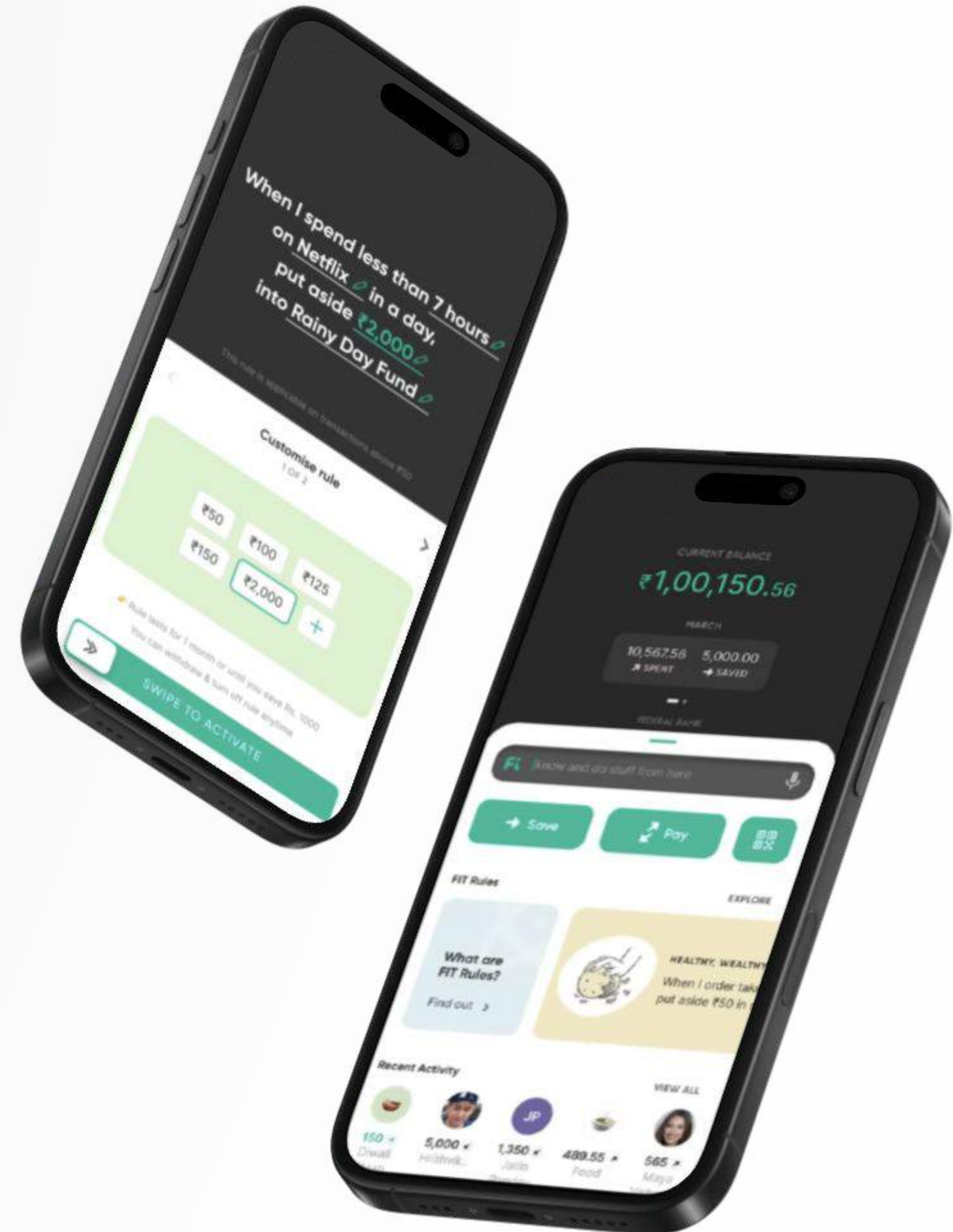
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Fi.money

Digital banking for millennials

Fi has become a well-known brand in personal finance among millennials. When we started designing their digital product, we were executing the founders' vision - designing an app that helps users save, spend and borrow smartly while getting an experience that's in line with modern B2C apps.

The app is now home to 3 million users' personal finance.



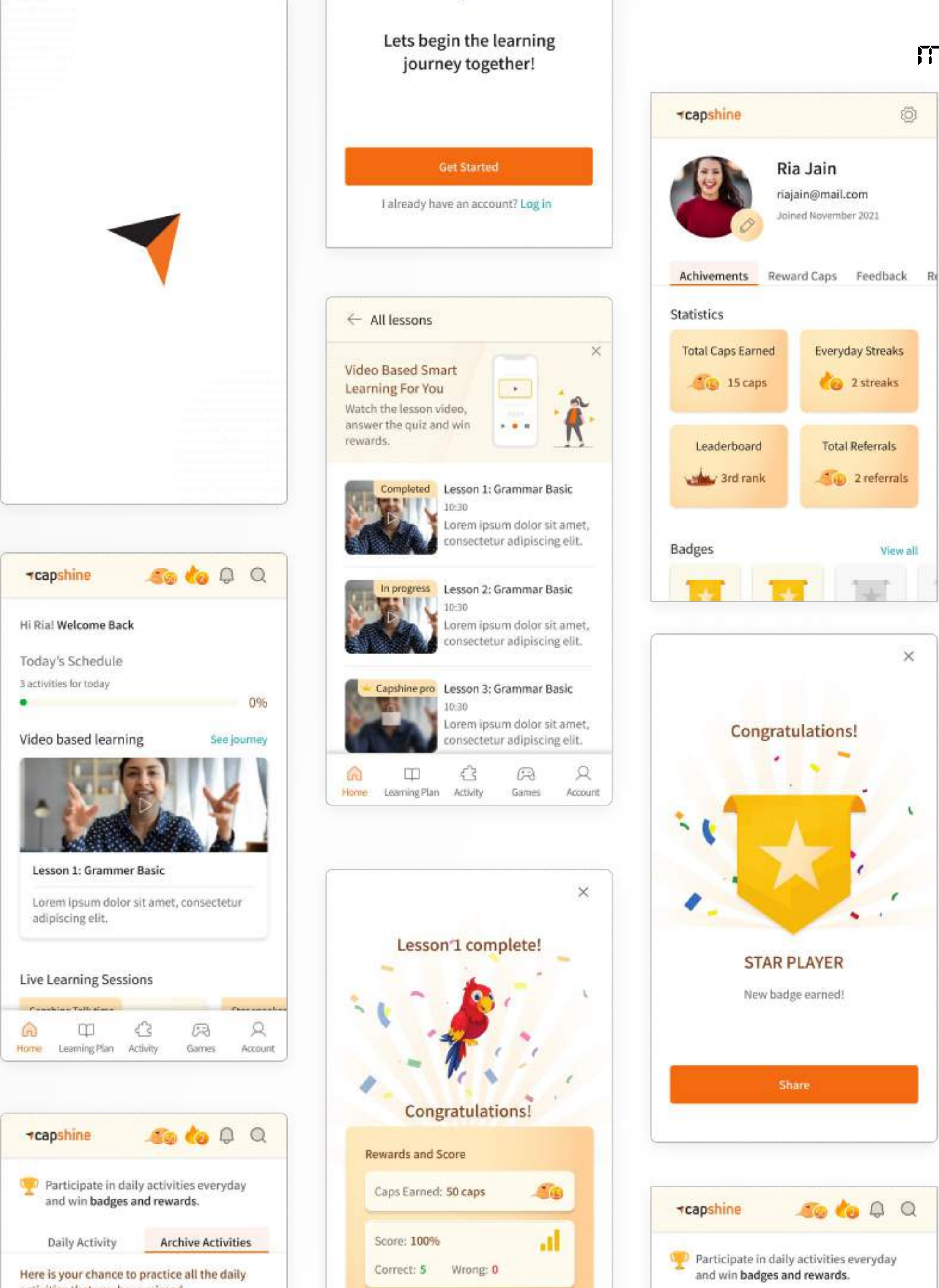
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Capshine by Sulekha

English learning made easy

Capshine started out as a classifieds app with short engagement and high churn. Move forward a few months, the app now has thousands of daily active users, many paid customers and an unending list of happy reviews on the Play Store. Across a 2 year engagement, we designed the first version of the app and subsequently the iterated version with a fresh value proposition - learning with teachers on demand.

Try out the app yourself to see how the design engages and retains users.



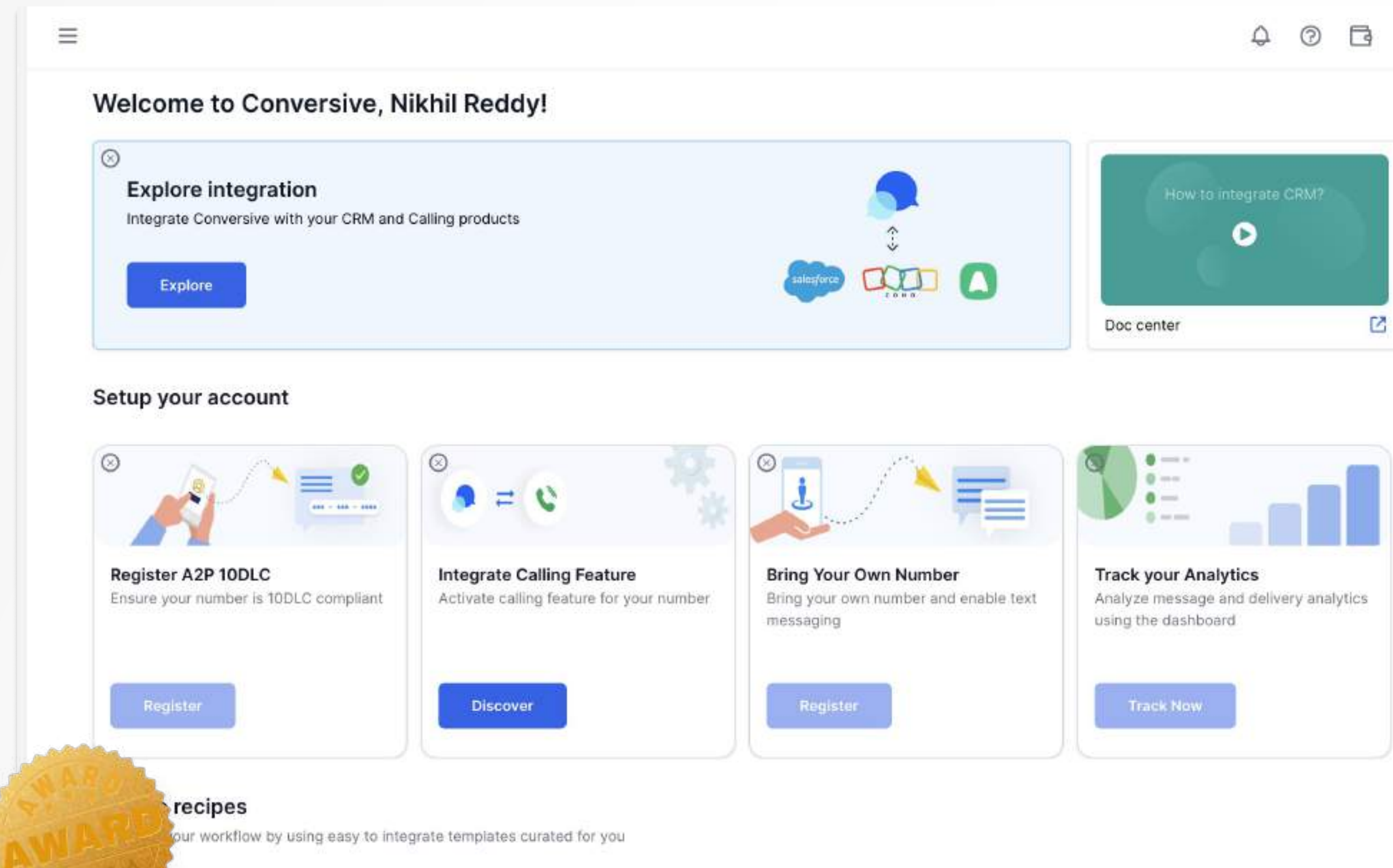
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Conversive

15-year old legacy, refreshed elegantly

We led an end-to-end revamp of Conversive's AI messaging platform, transforming their complex legacy system. Working hand-in-glove with their product team, our scope ranged from minor tweaks based on user feedback to designing entirely new sub-products.

This deep collaboration delivered a completely re-architected, modern, and intuitive solution, accelerating their conversational AI innovation.



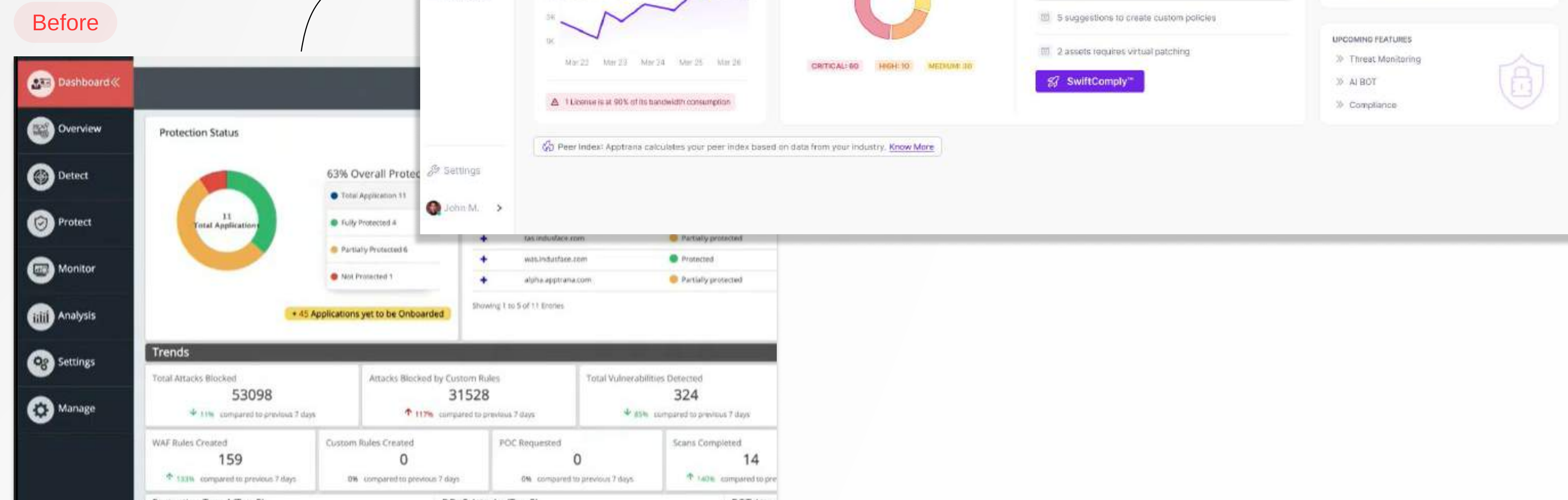
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Apptrana

Complexity made easy

Apptrana's successful cybersecurity WAF app suffered from incremental feature growth, leading to a patchy, fragmented user experience that was difficult for new users.

Medium redesigned the app, conducting user research and a meticulous Information Architecture (IA) exercise. This new, task-oriented design created a cohesive, efficient, and "better connected" experience, which was validated with users.



Meet the leaders



Saurabh Bhide

NID Gandhinagar, GEC Goa

10 years of experience, crafted digital experiences that educate, inspire and delight users for agencies such as Spalt, Digital Jalebi, Vivid India.



Nikhil Sahakari

IIM Raipur, BITS Pilani

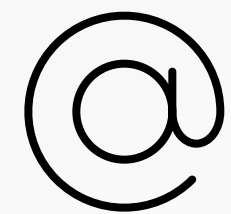
9 years of experience; worked with large enterprise clients like Mahindra, Tata Capital, Yes Bank

Get in touch



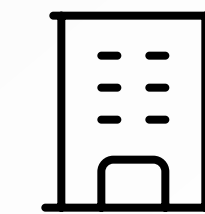
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