

# DIWYANI VAJPAYEE

Product Designer

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Delhi, India · Open to Bangalore

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Visual designer with 5 years of experience building brand systems, digital products, and industry IP from scratch. Led IHSS Farmley's industry summit from blank brief to a 65-page report downloaded 2,000+ times and cited in presentations nationwide. Bring visual craft, systems thinking, and product sensibility to design problems; now focused on product and design systems roles where these converge.

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## EXPERIENCE

### Farmley · Sr. Visual Designer Sept 2022 – Present

- Built Indian Healthy Snacking Summit (IHSS) from a blank brief brand identity, 65-page research report, website, and event collateral in 60 days. Downloaded 2,000+ times, cited in industry presentations across India. Commissioned for a second edition.
- Led Farmley.com redesign on Shopify: solved a house-of-brands architecture challenge — one homepage holding three distinct brand identities (Farmley, Date Bites, Maka Shaka) without fracturing the user experience.
- Owned visual design across all digital touchpoints: identity, Amazon & Blinkit storefronts, performance creatives, and social content balancing brand consistency with commercial execution.
- Translated 6,000+ survey responses into editorial data visualizations sequenced from contradiction to insight making complex findings feel human, not statistical.
- Coordinated developer handoff for Shopify customisation with detailed spec notes for every custom section, ensuring design intent survived implementation.

### Cloud Coffee · Brand Designer May 2021 – Sept 2022

- Led branding, website design, and visual communication for multiple client projects including the Romil Shah Films website with full storyboard and brand direction.
- Produced performance marketing assets and social creatives while managing client relationships under tight agency timelines.

### Dakhani · Graphic Designer Aug 2020 – Apr 2021

- Designed brand communication for a niche cultural platform preserving Dakhni, a centuries-old Urdu dialect through poetry, events, and community. Print and digital collateral across social, postcards, and campaigns
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## EDUCATION & LEARNING

**Designership by Mizko** · 2025 — Product design workflows, UI systems, design thinking

**10k Designers** · Bangalore · 2024 — Product thinking, UX, real-world design execution

**Interaction Design Foundation** · 2022 — Interaction design, UX principles

**UIT RGPV** · 2016–2020 B.Tech, Computer Science Programming & Systems Thinking

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## SKILLS

**Design:** Brand Identity · Design Systems · UI Design · Typography · Data Visualisation  
Visual Storytelling

**Product:** UX Research · Information Architecture · User Flows · Wireframing · Design  
Handoff

**Tools:** Figma · Adobe Creative Suite · Framer · HTML/CSS

**Other:** Creative Direction · Editorial Thinking · Developer Collaboration · Illustration