



Monika Chauhan

Visual Designer

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Professional Summary

Visual Designer with a B.Tech background and 4+ years of experience spanning brand identity, illustration, marketing design, and UI across automotive, SaaS, and Web3 domains. Specialized in building scalable design systems and AI-assisted workflows that cut production time by 70%. Delivered 100+ marketing assets driving a 22% conversion lift and launched user-facing products serving 500K+ monthly active users. Bridges the gap between design craft and engineering — strong in typography, layout, and composition with a data-informed, developer-aware approach.

Experience

Visual Designer (Freelance)

Sep 2025 – Oct 2025

Builders DAO

Remote

- Designed responsive community platform end-to-end, delivering a scalable design system with 15+ reusable components, consistent visual language, and mobile-first layouts
- Created intuitive onboarding flows, dashboard interfaces, and governance views with clear visual hierarchy and progressive disclosure

Visual Designer

Jan 2023 – Aug 2025

Grid Dynamics (formerly Mutual Mobile)

Remote

- Designed and delivered 100+ marketing assets — eBooks, case studies, social campaigns, event banners, booth graphics, and branded swag — using Figma, Illustrator, and Midjourney; cut average production time from 3 days to 8 hours via AI-assisted workflows
- Created custom illustrations, 200+ icon library, and company-wide design system with brand guidelines, typography standards, color palettes, and reusable design tokens — adopted across 8 product teams
- Produced animated explainer videos and social content in Canva; designed investor pitch decks and presentation templates used by leadership for client-facing engagements
- Optimized 25+ WordPress landing pages through A/B testing and heatmap analysis (Hotjar), improving conversion rates by 22% and reducing bounce rate by 18%
- Received company **Design Excellence Award** for independently managing the full visual design pipeline during company acquisition, delivering across digital and print under tight deadlines

UI/UX Designer

Aug 2022 – Jan 2023

91 Wheels

Gurgaon, India

- Designed UI and visual language for community platform from concept to launch in 4 weeks, serving 500K+ monthly active users across mobile and web
- Built cross-platform design system with responsive components, visual hierarchy, and consistent typographic scale — achieving 4.6/5 app store rating and 92% feature adoption in the first quarter
- Translated user research insights (15+ interviews, competitive analysis) into refined visual design and layout decisions that increased daily active users by 35%

Skills

Visual Design: Brand Identity, Typography, Color Theory, Layout & Composition, Illustration, Iconography, Print Design, Art Direction, Visual Storytelling, Design Systems

Product Design: UI Design, Wireframing, Prototyping, Responsive & Mobile-First Design, Interaction Design, Accessibility (WCAG 2.1), A/B Testing, Information Architecture

Tools: Figma (Advanced), Adobe Creative Suite (Photoshop, Illustrator, XD), Canva, WordPress, Webflow, Midjourney, Hotjar, Google Analytics

Process: Agile/Scrum, Cross-Functional Collaboration, Design Sprints, Stakeholder Management, Developer Handoff

Education

Bachelor of Technology (B.Tech), Computer Science

Graduated: 2022

Maharaja Agrasen Institute of Technology, Delhi

Certifications & Recognition

- **Design Excellence Award** – Grid Dynamics (2024)
- **Google UX Design Professional Certificate** – Coursera
- **10K Designers Bootcamp** – Cohort C5 (2022)