

Vaishnavi Subramanyam

Experimental. Intentional. Fluid.

A multidisciplinary designer who likes to poke around both pixels and physical space. I move between brand, UI, spatial, and creative tech projects, always looking for that sweet spot between fun and functional.

I'm curious about how people interact with the world, through objects, screens, spaces, stories and how design can quietly shift those moments to be more thoughtful, playful, or even a little unexpected. I like asking questions, making systems feel simple, and breaking things down till they just... click. Currently exploring how storytelling, interaction, and tech can come together in weird and wonderful ways.

CONTACT

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WORK EXPERIENCE

MyMuse India - Sr Designer

27 SEP 2022 – CURRENT

- Led visual design for the **MyMuse App**, defining UI and branding for **India's first app-controlled massager**, supporting testing and Play Store launch.
- **Pioneered a new product category** in the sexual wellness industry with 4 intimacy card games, leading design from concept to packaging, strengthening the brand's position as a **category innovator**.
- **Boosted D2C conversion by 15%** by redesigning infographics on the MyMuse website to clearly convey USPs using research from global benchmarks.
- **Increased tier 2 & 3 city engagement by 12% across marketplaces** and quick commerce like Amazon, Blinkit, and Zepto, through **targeted visual branding** tailored to diverse audiences.
- Produced 2 launch campaigns entirely through **3D visuals, saving shoot costs** while maintaining visual impact.
- Designed a post-purchase warranty system that **unlocked marketplace buyer data**, enabling targeted retention and **driving a 20% lift in repeat purchases**.
- Streamlined packaging across SKUs by **standardising dielines, materials, and artwork, reducing costs by 12%** and improving the unboxing experience.
- Launched a **quarterly insert strategy with seasonal themes**, designing for delight, promo, and brand education to keep customer experience engaging.
- Conceptualised **performance-driven ad campaigns** that achieved **2x ROAS**, directly contributing to revenue growth.

Relevel by Unacademy - Jr. Designer

27 SEP 2021 – 26 SEP 2022

- Built a modular design system with **100+ reusable 2D/3D assets**, improving cross-platform visual consistency.
- Reduced web design turnaround by developing **no-code landing pages** (via Wix) with custom graphics and flows.
- Designed 80+ creatives for **email, influencer, and performance campaigns**, contributing to 2x audience growth in under a year.
- Created internal brand templates for company-wide use, ensuring consistency across team decks, event posters, and hiring communications.

MuseLAB Design Engine - Jr. Interior designer

1 DEC 2020 – 1 MAY 2021

- Reimagined layouts for a residential project, optimising circulation and daylight within the constraints of an old building structure.
- Co-developed interiors for RBK International School, blending playful aesthetics with inclusive design strategies and custom furniture.
- Conceptualised hybrid classroom layouts to accommodate 20% more students per class while retaining flexibility for future adaptation.

Gunava Design - Design Intern

1 AUG 2020 – 1 DEC 2020

- Created technical CAD drawings and 3D renderings for custom furniture pieces featured in client pitches and execution.

EDUCATION

University of Arts, London

AUG 2025 – CURRENTLY

Creative Coding - Short Course by Daniel Borowik

Symbiosis Institute of Design

1 JUN 2016 – 1 MAR 2020

Bachelor of Design: Industrial Design
Specialisation: Interior Space Design

Final grade: 7.55/10

Thesis: Inclusive Classroom Design

RECOGNITION

- ★ **MyMuse India**
Best Product Pitch (Sex Tank 2023)
- ★ **Relevel by Unacademy**
Rookie of the Year Award
- ★ **Symbiosis Institute of Design**
Best Research Award (Degree Project)

FEATURES

- ★ **Amazon Bestseller in 2023**
(MyMuse Couples PlayBook)
- ★ **Healthshots**
(MyMuse Couples PlayBook)
- ★ **Hauterfly**
(MyMuse The Perfect Match + Thirsty Game)
- ★ **Architectural Digest**
(Residential Interior Design)
- ★ **India Home Project**
(Residential Interior Design)

SKILLS

- ★ **Adobe Creative Suite**
- ★ **Blender 3D**
- ★ **DallE, Runway ML**
- ★ **Cavalry**
- ★ **Figma**
- ★ **Processing** (Learning)