

# Rahul Tammu

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## Professional Experience

### **Design Consultant | MySivi (Backed by YC W22)** **Mar 2025 - Present [ Part-time ] | Remote, India**

- Spearheaded product and growth initiatives in a high-velocity, YC-backed startup, harnessing AI-driven research, audits, and design to scale impact.
- Led Home screen UX/UI redesign aimed at improving topic discoverability and enhancing user experience, with projected improvements of 30–60% in conversion across key funnels based on internal testing and benchmarks.
- Created Play Store listings, in-app campaigns, ad creatives, brand mascot, and marketing collaterals in collaboration with cross-functional teams, while leading creative direction and process optimization to drive acquisition and engagement.

### **Visual Communication Designer | Deckrooster** **Jan 2024 - Aug 2024 | Remote, India**

- Created investor decks for 5+ Series A start-ups, contributing to a 40–50% increase in funding compared to prior rounds.
- Developed 100+ slides and compelling narratives, simplifying complex business models to improve investor clarity and decision-making.
- Designed custom graphics and layouts, raising presentation standards and enhancing engagement during fundraising.

### **Freelance Graphic designer** **May 2023 - Dec 2023 | Remote, India**

- Collaborated with 10+ clients on marketing, branding, website design, and AV projects, delivering 250+ promotional assets including social media visuals, T-shirts, blog covers, and presentations
- Led creative production for explainer videos at SYMSON and LightBeam.ai, Handling UI in Figma, Storyboarding, and complete video editing
- Developed artwork and layouts for print/digital signage, contributed to branding for Swaha, and drove concept ideation across key projects using tools like Figma and Adobe Suite.

### **Graphic designer | TuringMinds.AI** **Oct 2022 - Apr 2023 | Hyderabad, India**

- Built/scaled social media presence, driving increased digital footprint and engagement
- Designed 100+ internal branding assets ( presentations, reels, news letters, event creatives )
- Introduced weekly performance report system for KPI tracking and employee transparency

## Skills

Wireframing, Typography, Visual Design, Interactive Prototyping, Sketching, Storyboarding, Persona Generation, Journey & Affinity Mapping, Interaction Design, Ideation, Information Architecture, Branding & Marketing Collaterals

## Design Methods

User Research & Surveys, Competitor Analysis, Usability Testing, Heuristic Evaluation, Prototyping, Design Thinking,

## Tools & Technologies

Adobe Creative Suite, Figma, Fig Jam, Miro, Apple Keynote, Canva, MS Office Tools, Google Analytics, Maze, Git, GitHub, Prompt Engineering / Gen AI Tools, HTML5, CSS3, Python, NumPy, Matplotlib

## Education & Certifications

### **B. of Computer Applications**

2019 - 2023

KBN College, Vijayawada |  
Krishna University

### **UX/UI bootcamp | Designwings**

Oct 2024 - Mar 2025

Half - Yearly UX/UI Bootcamp

### **DS & ML WILP | INSOFE**

2022 - 2023

Half-Yearly Data Science and Machine Learning Work-Integrated Learning Program

## Extras & Interests

Web Design Workshop by APSSDC • Game Design using Build box 3D | Prompt Engineering • Currently Exploring Next-Gen Creative Technologies & Vibe Coding

- Swimming, Travelling, Music
- **Languages** : Telugu, Hindi, English