

Shivani Patil

Brand Designer

24 px



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Explore on
shivaniapatil.com

Profile



Designer with 8+ years across brand, digital, and web – with a growing focus on UI/UX. I bring strong visual instincts, design systems thinking, and experience working on fast-growing startup products. Currently deepening my UX practice through hands-on product work, with a particular interest in AI-driven experiences.

24 px

Work Experience

120 px

Zeni.Ai

Oct'23 - Present

Sr. Brand Designer

- Created and maintained brand visual identity across social media, event collaterals, and website design, delivering impactful content to enhance brand presence and engagement.
- Led UI design for marketing websites and landing pages – owning layout, visual hierarchy, and interaction flow to improve user engagement and conversion-focused experiences.
- Collaborated with the US Marketing team to align creative projects and deliver cohesive design solutions that support brand goals and business objectives.

Freelance

Feb'23 - Sep'23

Freelancer

- Collaborated with clients such as Cordelia Cruises, Taupe Beauty, Admire Asia, and ViralMint to create customized marketing solutions, including digital ads, branding assets, and promotional content.
- Built and maintained strong client relationships by consistently delivering high-quality work to enhance visibility and engagement.

Zepto

Nov'21 - Jan'23

Art Director

- Collaborated with the Product team on in-app UI assets – designing in-app banners, push notification visuals, and app icons – contributing to a consistent and engaging in-product experience across the app.
- Collaborated with Marketing to drive user acquisition and growth for the Zepto app, creating performance-driven digital ads, and print materials.
- Delivered comprehensive creative solutions across departments, including HR, Revenue, and Operations, to support brand goals and engagement.

MX Player

Mar'19 - Nov'21

Sr. Executive Graphic Designer

- Designed and executed performance marketing creatives for flagship MX Player platforms, including MX Originals, MX TakaTak, MX Games, and MX ShareKaro.
- Led quality control and design evaluation processes to ensure visual consistency, brand alignment, and high creative standards.

Work Education

Times Internet

Sep'18 - Mar'19

Graphic Design Intern

- Developed high-impact performance marketing creatives for MX Player, including campaigns for MX Originals.
- Designed visually engaging thumbnails for series, shows, and movies to enhance click-through and viewer retention.

Udemy

All time

Certifications and Workshops, Online

- Certified in design tools and methodologies, including Figma, Adobe Suite, Design Thinking, and User Research.

FX School

2018 - 2019

Diploma in Art and Design, FX School, Pune

- Completed coursework covering graphic design principles and foundational tools, including Adobe Photoshop and Illustrator.

SCOE, Pune

2012 - 2016

Bachelor of Engineering (Computer), Pune University

- Completed graduation from Pune University, mastering core engineering principles and technical tools, with First Class with Distinction.

Accomplishments

Zeni.Ai

Zeni Marketing Misfit (Mar 2025)

Zeni.Ai

Zeni of the Month (Jan 2025)

Zepto

Zepto Ace Superstar (2022)

MX Player

Performance of the Month (2020)

Skills

Tools

Figma

Photoshop

Illustrator

Procreate

AI Tools

Skills

Creative Direction

Visual Storytelling

Communication

Time Management

UI/UX

Leadership

Interests



Traveling



Photography



Cafe Hopping



Indoor Games