Geetika Shukla

Bangalore, India · geetika2903@gmail.com · +91 78976 65958

With 7+ years of experience spanning brand, exhibition, web, and product design, I've spent most of my career designing for fintech, from 0–1 B2B SaaS products at Setu to Reserve Bank Innovation Hub—applying systems thinking with purposeful visual design to turn complex ideas into intuitive user journeys.

SKILLS

UI and UX design · Design systems · Responsive web design · Wireframing · Prototyping · Design Strategy · User Research · Visual design · Branding & Identity · Animations & Micro-interactions · Typography · HTML/CSS · Documentation and process design · Cross-functional collaboration

TOOLS

Figma · Illustrator · Photoshop · After Effects · Google Workspace · Claude Code

EDUCATION

M.Des. (2017–19)

National Institute of Design,
Bengaluru, Karnataka

B.Arch. (2011–16)

Faculty of Architecture,
Lucknow, Uttar Pradesh

WORK EXPERIENCE

Manager — Design

Reserve Bank Innovation Hub
Sep 2025 – Present

Leading design @RBIH. Currently working on rebranding initiatives, revamping the website, and building a scalable design system that connects visual identity with product experience.

Lead Growth Designer

Setu by Pine Labs
Feb 2020 – May 2025

Led visual and UI design for Setu's core and service-based products.

Built scalable UI frameworks and design systems for in-house products and services used by HDFC, ICICI, and Axis Bank.

Defined brand identity for Setu AA, and maintained visual consistency across web, dashboard, digital products, blog, and social media.

Retail Experience Designer (Graduation project)

Ather Energy
Jun 2019 – Dec 2019

Created an exhibition design system and guidelines for pop-up and delivery events.

Freelance Graphic Designer

Nonesuch Studio
Oct 2018 – Nov 2019

Worked on brand identity, editorial and social media for a pet hospital.

LinkedIn Portfolio Github