



# Raj Deep

## Product Designer

Product Designer with 7+ years of experience crafting websites, mobile apps, and brand systems for startups, esports brands, and consumer platforms. I work across the full design spectrum — from UX strategy and wireframing to high-fidelity UI and developer handoff — with a focus on interfaces that are intuitive, scalable, and aligned with business goals. I've led design for brands like Gods Reign and Six Dreams, and delivered 16+ digital products across fintech, healthcare, travel, and AI verticals.

## LANGUAGES

Hindi & English

## CONTACT

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Delhi, India

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/itsmerd

## PORTFOLIO

www.uiuxwithraj.in

## WORK EXPERIENCE

2025-NOW

### GODS REIGN

#### Design Lead — UX/UI · Visual · Product · Brand

Leading the complete design function for one of India's top esports organisations. Responsibilities include setting visual direction across digital and brand touchpoints, designing sponsor-facing microsites and campaign pages, building and maintaining the design system, and managing design-to-development handoff. Work spans website UX, social brand assets, partner activation materials, and product interfaces — all aligned to the Gods Reign brand identity and audience.

JAN 2025-  
JUL 2025

### SIX DREAMS

#### Design Lead — UX/UI · Visual · Product · Brand

Led end-to-end design for a fantasy sports platform targeting Indian cricket and sports audiences. Owned the full design lifecycle — from user research and wireframing to high-fidelity UI and handoff. Designed core product flows including team creation, contest discovery, wallet, and onboarding. Built a scalable component-based design system in Figma. Also covered marketing landing pages and retention-focused UI patterns to drive engagement and repeat sessions.

JAN 2023-  
MAR 2025

### GODS REIGN

#### UI/UX Designer · WordPress Developer

Joined Gods Reign as their primary designer and built the complete website experience from the ground up. Designed an esports-first visual system using dark, editorial aesthetics suited to both fan audiences and brand partners. Created dedicated sections for teams, creators, achievements, media, and sponsorship. Also handled WordPress development and CMS integration, ensuring the design was fully implementable and editable by non-technical staff. Delivered responsive layouts and reusable section templates for future campaigns.

MAY 2019-  
JAN 2023

### NUCLAY

#### UI/UX Designer · WordPress Developer

Designed digital products for Indian startups and international clients over 3+ years. Key client: GiveCentral (Chicago, USA) — a nonprofit fundraising platform serving 1,100+ nonprofits across the US. Worked on donation flows, donor dashboards, campaign pages, and admin interfaces.

DEC 2018-  
MAR 2019

### APROBACIAN PVT. LTD.

#### Web Designer Intern

5-month internship focused on designing and developing client websites. Handled visual design, page layout, and front-end implementation. Gained early hands-on experience in client communication, project briefs, and delivering production-ready web pages independently.

## SKILLS

Figma

UI Design

UX Design

Product Design

Prototyping

Design Systems

Branding

WordPress

HTML & CSS

Photoshop

Illustrator

## QUALIFICATIONS

2016-2019

**DIPLOMA IN COMPUTER ENGINEERING**

Rajokari Institute of Technology

2015-2016

**BASIC & ADVANCED COMPUTER COURSE**

NIIT Foundation

2015

**10TH**

CBSE Board

## CERTIFICATIONS



**Design Thinking: The Ultimate Guide**

APR 2023

Interaction design foundation



**Foundations of UX Design**

MAY 2021

Coursera



**Mobile User Experience (UX) Design**

MAR 2021

Interaction design foundation



**UI Design**

JAN 2021

Coursera

## MASTERCLASSES



**Conversation Design: Practical Tips for AI Design**

Interaction design foundation



**Human-Centered Design for AI**

Interaction design foundation



**How to Elevate the User Experience of AI with Design Patterns**

Interaction design foundation



**AI for Design Systems: How to Stay Ahead and Lead**

Interaction design foundation



**Get Ahead in Product Design with AI**

Interaction design foundation



**UI Design for Games: Starter Edition**

Interaction design foundation