

# DIWYANI VAJPAYEE

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## Product Designer (UI/UX)

Visual designer with 5 years building brand systems, digital products, and industry IP from the ground up, now moving into product design. A computer-science engineer (B.Tech) who designs and codes — I bring visual craft, systems thinking, and an editorial eye to product problems, and ship working front-ends in React and TypeScript. Led Farmley's IHSS summit from a blank brief to a 65-page report downloaded 2,000+ times and cited nationwide.

## EXPERIENCE

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### Farmley — Sr. Visual Designer Sept 2022 – Present

- Built the Indian Healthy Snacking Summit (IHSS) from a blank brief — brand identity, 65-page research report, website, and event collateral — in 60 days. Downloaded 2,000+ times and cited in industry presentations across India; commissioned for a second edition.
- Led the Farmley.com redesign on Shopify, solving a house-of-brands architecture problem: one homepage holding three distinct brand identities (Farmley, Date Bites, Maka Shaka) without fracturing the user experience.
- Owned visual design across all digital touchpoints — identity, Amazon and Blinkit storefronts, performance creatives, and social content — balancing brand consistency with commercial execution.
- Translated 6,000+ survey responses into editorial data visualizations sequenced from contradiction to insight, making complex findings feel human rather than statistical.
- Coordinated developer handoff for Shopify customization with detailed spec notes for every custom section, ensuring design intent survived implementation.

### Cloud Coffee — Brand Designer May 2021 – Sept 2022

- Led branding, website design, and visual communication for multiple client projects, including the Romil Shah Films website with full storyboard and brand direction.
- Produced performance marketing assets and social creatives while managing client relationships under tight agency timelines.

### Dakhani — Graphic Designer Aug 2020 – Apr 2021

- Designed brand communication for a niche cultural platform preserving Dakhni, a centuries-old Urdu dialect, through poetry, events, and community — print and digital collateral across social, postcards, and campaigns.

## PROJECTS

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### TypeEase — ADHD Spell Corrector open source · [github.com/Diwyani/adhdspellcheck](https://github.com/Diwyani/adhdspellcheck)

- Chrome extension (Manifest V3) that auto-corrects ADHD-specific spelling errors as you type, on any website. Built the correction engine on Damerau–Levenshtein distance over a BK-tree for ~2ms lookups across a 36,000-pair corpus; error categories grounded in published ADHD and spelling research. JavaScript, HTML, Python; MIT licensed.

### Recipe Book [diwyanis-recipe-book.vercel.app](https://diwyanis-recipe-book.vercel.app)

- Personal recipe app, built and deployed solo. Next.js 14 (App Router), TypeScript, Tailwind CSS, Supabase (Postgres + Storage), Vercel. Custom interactions including a torn-paper recipe modal using layered SVG filters and a greyscale-to-color photo grid.

## **SKILLS**

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Design: Brand Identity, Design Systems, UI Design, Typography, Data Visualization, Visual Storytelling

Product: UX Research, Information Architecture, User Flows, Wireframing, Design Handoff

Front-end: React, Next.js, TypeScript, JavaScript, Tailwind CSS, HTML/CSS, Supabase, Git/GitHub, Vercel

Tools: Figma, Adobe Creative Suite, Framer, InDesign, Webflow

## **EDUCATION & LEARNING**

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B.Tech, Computer Science — UIT RGPV · 2016–2020

Designership by Mizko · 2025 — Product design workflows, UI systems, design thinking

10k Designers, Bangalore · 2024 — Product thinking, UX, real-world design execution

Interaction Design Foundation · 2022 — Interaction design, UX principles