

HET RAJYAGURU

Product Designer - UI/UX & Brand Systems

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SUMMARY

Product designer with 2+ years of experience shipping 0 to 1 platforms and enterprise brand systems, including a solo-designed B2B marketplace and a 13-division brand identity spanning 30+ countries. Works across research, UI/UX, and brand systems on the same projects, with a growing focus on AI-first products and enterprise software.

CORE COMPETENCIES

Product Design • UI/UX Design • User Research • Design Systems & Brand Identity • Information Architecture • Interaction Design • Prototyping & Wireframing • Usability Testing • Visual & Graphic Design • Cross-Functional Collaboration • Client Engagement & Business Development

TOOLS

Figma • Adobe Photoshop • Adobe Illustrator • Adobe Express • Google Stitch • Gemini • Claude

PROFESSIONAL EXPERIENCE

April 2025 – Present

Whalpex Global Business Services | London, England / Remote

Head of Creative & Design Solutions

- Architected the brand identity, **website UI/UX**, and **marketing design** system for a UK business-services firm spanning 13 service divisions across 30+ countries.
- Designed and directed a reusable four-act content framework for Instagram and LinkedIn video, scaled to 76+ reels across HR and Legal divisions while keeping the brand consistent.
- Localized the UI and brand system for an eleven-language, multi-region audience, maintaining design consistency across markets.
- Own client engagement and business development for the creative division alongside day-to-day design leadership.

January 2024 – February 2025

Freelance | Remote

Graphics & Brand Designer

- Delivered brand identity, pitch decks, and landing pages independently for small business clients, from first concept to final delivery.
- Built client-communication and delivery habits that shaped later 0-to-1 product design work.

ACADEMIC PROJECTS

- **SpendSense** - AI-driven expense tracker that surfaces small, habitual spending patterns users typically overlook.
- **SkillTrack** - LMS concept for teaching digital skills to children in rural areas, built around accessibility for low digital-literacy users.

EDUCATION

UX DESIGN - Google

6 Months | 91%

Bachelor of Computer Applications (B.C.A.) - Sarvajanik University

2023 – 2026 | CGPA: 8.78

H.S.C - Ashadeep Group Of Schools

2023 | 86.50%

ACHIEVEMENTS

- 2nd Place, AI Tales Competition (University) - storytelling through AI-generated imagery
- 3-Day AI/ML, Robotics & 3D Printing Workshop - IIT Delhi
- Organized and led an intercollege hackathon with 56 student participants, managing end-to-end event coordination and logistics.

LANGUAGES

English - Professional Working Proficiency

Hindi - Fluent

Gujarati - Native