

# Dhruvi Butti

Founding Designer — Product, Design Systems & Visual Identity

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## P R O F I L E

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Designer with 4+ years building brand systems and product surfaces for developer-first and technical products — including Hygraph, Hasura, and StreamX. Frontend engineering background (HTML, CSS, JavaScript) means I work directly in the medium, not around it. Actively use **Claude Code** to prototype and build AI-assisted design workflows that collapse the gap between design intent and production output. Strong illustration and icon direction capability, with a track record of **solo ownership**, high-volume delivery, and scaling visual systems from scratch.

## E X P E R I E N C E

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**Hygraph** — Remote

2023 – Present

*Contract Senior Visual Designer*

- Built and maintained scalable **design systems** and visual language across marketing, web, and campaign surfaces — establishing component-level consistency across high-volume touchpoints.
- Co-delivered a full **enterprise-focused website redesign** in 3 months as one of two designers, contributing from concept through final production.
- Led creative direction across multiple marketing campaigns including a GraphQL ebook, seasonal campaigns, and a brand storytelling piece — owning visual language end-to-end.
- Developed scalable asset templates and contributed to **brand system refinements** that reduced production friction across marketing touchpoints.

**Hasura** — Remote

May – Aug 2025

*Contract Senior Visual Web Designer*

- Delivered a **15-page marketing website** in 3 months working directly under the Creative Director — self-directing to build context and drive design decisions independently against a hard launch deadline.
- Balanced visual consistency, usability, and delivery speed in a fast-moving, high-stakes product launch environment.

**StreamX** — Remote

Nov 2024 – May 2025

*Contract Visual Designer (Illustration)*

- Worked directly with the **CEO** to define design direction and deliver illustrations and web assets — navigating a non-design stakeholder relationship and building context independently.
- Supported brand storytelling through scalable visual systems and launch-ready illustration work across multiple touchpoints.

*Contract Visual Designer*

- **Sole designer** embedded with product marketing and marketing teams, with no design leadership above — owned all visual decisions across marketing, brand, and leadership materials.
- Delivered ebooks and brand assets at pace with rapid iteration and clear cross-functional communication.

S K I L L S

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<b>Design</b>	Design Systems, Brand Systems, Brand Guidelines, Typography, Campaign Assets, Landing Pages, Web Design, Illustration, Icon Direction, UI Design, Motion Design
<b>Tools</b>	Figma, Adobe Illustrator, Adobe CC, Canva, Jitter, Wix Studio
<b>AI Tools</b>	Claude Code, Midjourney — actively building AI-assisted design and prototyping workflows
<b>Engineering</b>	HTML, CSS, JavaScript — frontend background; can work directly in component files and prototype in code
<b>Practices</b>	Code-First Prototyping, AI-Assisted Design, Design Systems in Code, Cross-functional Collaboration, Stakeholder Management, High-volume Asset Production, Freelancer Direction