Vanshika

Product design & AI automation

I design products around how people make decisions and build AI workflows that make recurring work easier to do.

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Experience

Founder Thesis 2025 to present

- Built an AI workflow that turns podcast transcripts into Substack drafts using the show's editorial rules. Monthly output rose from about four articles to five or six.
- Write for the Substack and work on podcast production, including thumbnails and short-form edits.

Onavid 2025

- Developed and tested phone-shot ad concepts against existing ads for D2C brands. Also designed and edited campaign and social assets.

Skéft Studios 2024

- Managed brand communications, social strategy and content direction for the studio and four or more client accounts.

Windesign Labs 2024

- Researched audiences, shaped content positioning and tracked post performance for UI/UX educator Jitu Raut.

Sargamstaan 2023

- Planned, wrote and designed social content for agency clients.

Selected projects

Monumentum C4E

Researched what brand managers look up, redesigned the homepage and search, and built a weekly ad refresh for 1,137 brand pages. The site ranked #2 on Google for "kbc 18 sponsors" in October 2026.

India Card Catalog C4E

Translated issuer rules into a calculator that compares estimated annual value after fees using a person's own spending.

ScrollScout Independent

Designed and shipped a Mac app that saves ideas from Reels as searchable notes. Released the first version in four days and made the launch film.

Education

B.Sc. in Psychology In progress

O.P. Jindal Global University

Skills & tools

Product research, interface design, AI workflow design, editorial operations, creative strategy and video storytelling.
Figma, Adobe Creative Cloud, Claude Code and Remotion.