

Saikiran Chandha

Brand & Design Manager

San Francisco, CA, United States | [LinkedIn](#)

Brand and product operator with 11+ years building visual identities, UX systems, and go-to-market strategies for fintech, AI, and consumer platforms.

EXPERIENCE

Co-founder, Director & Head of Business and Operations Mar 2025 — Present
Intelense & TryAnomaly *Remote*

Led design and brand building for 3 SaaS products, translating complex workflows into delivery roadmaps and client-facing documentation. Bridged enterprise client needs with technical teams to scope features and prioritize usability improvements. Managed GTM strategy, launched 3 products, and secured \$1M in deals from enterprises including Tata Group, Aditya Birla, and PepsiCo.

Co-founder & CEO Mar 2023 — Jan 2025
Blursday *Remote*

Built a branding automation tool backed by Accelerating Asia Ventures that enabled non-designers to produce brand-consistent visual assets at scale. Designed core product concept and onboarding workflows to improve customer activation and retention. Led design, content, and branding decisions while fundraising for the pre-seed round and managing investor reporting.

Engineering Leadership Advisory Council Member Jul 2022 — Present
California State University, Chico

Support the Continuing Education Leadership program, faculty, and program managers, offer strategic direction and guidance in delivering relevant offerings, and strengthen the fundamental mission of the CSU, Chico Engineering Leadership Program.

Executive Board Member May 2022 — Present
Fast Company

Contributor Jan 2022 — Present
Entrepreneur Media
<https://www.entrepreneur.com/author/saikiran-chandha>

Forbes Council & Contributor Nov 2021 — Present
Forbes Business Council
<https://profiles.forbes.com/members/business/profile/Saikiran-Chandha-CEO-Typeset/7525fadc-5890-4a2d-9886-8340dafb5c5b>

Founder, CEO Sep 2021 — Present
SciSpace
San Francisco Bay Area
Building AI assistant for Research aka ChatGPT for Research

Brand Manager Jul 2021 — May 2022
Walrus (pivoted to Defy) *Remote*
Owned design, content, and brand communications through the company pivot from Walrus to Defy, a YC-backed fintech and crypto platform. Led cross-functional alignment with product, compliance, and growth teams on visual positioning and messaging. Built campaign planning workflows and synthesized user behavior data into communication frameworks and brand guidelines.

Lead Growth & Content May 2020 — Jul 2021
Basis *Remote*
Built GTM plans for Basis and Basis First products, including health insurance and debit card offerings. Designed content strategy and organic traffic framework, creating a structured communication blueprint. Collaborated with Product and Design to align content and UX messaging with product releases while conducting market research to inform positioning.

Branding & Content Apr 2019 — Feb 2020
CRED *Remote*
Built the branding system foundation, establishing visual guidelines and tone of voice for the financial platform. Coordinated with Product and Design on in-app content and microcopy. Grew LinkedIn audience from 0 to 20K organically in one month through strategic content design and led PR communications positioning CRED as innovative and design-forward.

Marketing, Content & User Operations May 2017 — Apr 2019
Unacademy *Remote*
Drove 30M+ cumulative Facebook video views and 1.4M monthly post engagements through structured content and design. Scaled Instagram to 212K+ followers at 1K new followers per day using funnel-based targeting. Designed audience

segmentation and lifecycle-aligned email campaigns. Automated educator feedback workflows to a 24-hour response pipeline and translated user behavior into product improvements.

Fellow Jun 2015 — Mar 2017
Kairos Society

ReMo Aug 2014 — Mar 2022
Mozilla

Hackcelerator'15 Jul 2014 — Dec 2014
AngelHack *San Francisco Bay Area*
Founded Typeset and competed against 30 teams worldwide and won AngelHack Global Demo Day.

Analyst Jun 2014 — Feb 2015
Goldman Sachs *Remote*
Owned the Agent Bank Account Opening process for global Prime Brokerage clients. Analyzed and structured client onboarding workflows across 32 global markets. Coordinated with legal, compliance, and external banking partners while operating within high-governance reporting and risk frameworks.

Software Engineer Dec 2013 — Feb 2015
Cerner Corporation

Independent Consultant May 2013 — May 2015
iRunway, UnitedLex, Sagacious Research *Bengaluru Area, India*

EDUCATION

Stanford University Graduate School of Business Jan 2015 — Jan 2015
Stanford Ignite in Innovation and Entrepreneurship, Entrepreneurship/Entrepreneurial Studies
Stanford Ignite is the flagship entrepreneurship program offered by Stanford GSB. It focuses on business modelling, finance, strategy, marketing and negotiations. The program is taught by prominent Stanford GSB faculty and utilizes a combination of lectures, case evaluations, small group discussions, workshops, panels, and team ventures.
I received a full fellowship as a participant in the program.

Vellore Institute of Technology- Vellore Jan 2009 — Jan 2014
Graduate Student in Software Engineering
Masters in Software Engineering.

PROJECTS

Agentic AI platform for competitive marketing intelligence, TryAnomaly
Founded an agentic AI platform that provides competitive marketing intelligence. Incubated through IIM-B NSRCEL accelerator and selected as part of Razorpay Rize program.

AI cooking robot project, Nosh
Mentored an AI cooking robot project, creating standardized branding guidelines for marketing activities and building the Android/iOS mobile UI workflow.

GTM engine for US-based clients, nGrow.ai
Built a GTM engine for US-based clients, redesigned the website and landing pages, and developed marketing materials. Increased website growth by 30% MoM on average.

Growth and SEO scaling for US market, Gauss Money
Built a GTM pipeline and scaled SEO for a US-based market. Introduced TikTok and Reddit as content discovery platforms to expand reach.

Content and retention optimization for EU users, Tools Products
Worked on content across platforms for EU-based users and supported new business projects. Reduced TikTok ad CPI to \$1 and improved retention by 12%.

CERTIFICATIONS

Global Demo Day Winner, AngelHack Jan 2015

Winner, AngelHack Global Demo Day, San Francisco. May 2014

TOI 40 Under \$0,

SKILLS

Entrepreneurship · Product Design · User Experience · Business Model Innovation · Business Development · C · C++ · Programming · Java · JavaScript · Academic Publishing · Open Access · Visual Identity · Brand Building · GTM Strategy · Project Leadership · Cross-functional Leadership · Market Research · Customer Insights · Design Systems · Brand Guidelines · Social Media Marketing · Audience Segmentation · Campaign Management · Email Marketing · SEO · Product Positioning · Messaging · Copywriting · Fintech · EdTech · AI · SaaS · Mobile Design · Web Design · Fundraising · Board Management · Investor Relations · Process Optimization · Client Onboarding