

Muktai Joshi

Head of Design

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BASED IN
Bengaluru, India

Design leader with 13 years across defence, energy, fintech, telecom and gaming. I design calm for complex systems and build the teams that ship it. Twice a founding designer, I have taken products and teams from 0 to 1, led a team of 22, and still work hands on, AI-assisted and code-first.

13
years in design

22
designers led

0 → 1
products and teams, twice

9
industries

EXPERIENCE

Head of Design at EDGE Industries, Bengaluru

May 2024 to present · Founding designer

Deep-tech products for population-scale problems in energy, defence and governance.

- Built the design team and products from 0 to 1.
- Led EDGE Atmos, situational awareness and decision support for defence, from detection to engagement in one tool.
- Led EDGE Electra, an AI grid operating system and living digital twin of the power grid.
- Built one design system across two products and three surfaces.
- Made AI-assisted, code-first prototypes the default review artefact.

Design Consultant at Onic by Circles.Life

2025 to 2026 · Remote, Karachi and Singapore

- Redesigned the entire product for Pakistan's first digital telco, end to end across Android, iOS and web.
- Ran remote research with the Karachi team. App store rating rose from 2.4 to 3.7.
- Won 2 Pakistan Digital Awards 2026: Best Innovated Mobile App and Best Digital Customer Service Team.

Director, Head of Design at Simpl, Bengaluru

September 2022 to May 2024

- Led a team of 22 across product, brand, marketing and social, and set up the team's practices and design system.
- Redesigned checkout and refunds: 40% conversion efficiency and a 99.6%+ order success rate at 0.5M orders a month.
- Launched merchant tools with 90%+ adoption across 600+ merchants and a 48% lift in share of wallet. Shipped 40+ merchant features.
- Drove a 7.8% lift in organic acquisition and grew social followers from 2k to 38.8k.
- Led Simpl 2.0, a full rebrand as the company became a checkout network.

Head of Product Design at GetMega, Bengaluru

May 2019 to August 2022 · Founding designer, fourth employee

- Built and led a design team of 11.
- Designed Texas Hold'em Poker and Rummy hands on. Poker grew revenue 471% and became 87% of company revenue.
- Designed GetMega Social: daily referral signups grew about 25 times in two months.
- Built Omega, an internal control room for personalised tournaments, making operations independent of engineering.

CONSULTING

XCaliber Health

Healthcare AI · agent creation platform

Luma Fertility

Healthcare · brand and website

Hyperscale Ventures

Consumer VC · website

Foxtale

Skincare D2C · website revamp

Numour

Beauty devices D2C · website redesign

ShelfRadar

ONGOING

Quick-commerce analytics · product revamp

ArtFlute

ONGOING

Art marketplace · website redesign

EARLIER

Design Consultant at Clay Consulting

November 2018 to May 2019 · Axis Bank mobile banking web, and Bestseller's intranet.

Lead UI Designer at Smartron

March 2017 to November 2018 · Design system for devices and companion apps.

Senior UI Designer at Globant, India

March 2016 to March 2017 · Citi, Euler Hermes and StarmeuP.

Visual Designer at Grabhouse

June 2015 to March 2016 · Web UI, brand identity and content strategy. Acquired by Quikr.

Associate Designer at Elephant Design

March 2013 to December 2013 · Flipkart fashion branding, PaperBoat and Tzinga packaging.

EDUCATION

M.A. Graphic Branding and Identity, University of the Arts London

January 2014 to December 2014 · London · Thesis on second-generation British Indian identity.

Bachelor in Communication Design, MIT Institute of Design, Pune

January 2008 to December 2012 · Pune · Four-year design diploma in graphic design.

INTERNSHIPS

100% Open, London

Service design · 2014

Alphabetical, London

Design · 2014

Elephant Design, Pune

Diploma project · 2012 to 2013

Landor Associates, Tokyo

Graphic design · 2012

DY Works, Mumbai

Graphic design · 2011

SKILLS

Design leadership

Building teams from 0 to 1

Complex systems design

Design systems

Brand identity

User research

AI-assisted prototyping

Stakeholder alignment