

I design the **thinking**. Not just the **thing**.

Helping organizations solve hard problems through design and systems thinking.



26+ Experience
Design+Innovation

6 Products
Conceptualize+Design

8 Brands
Helped Create

Email open rate:
7% → 32% · FinTech

Bounce rate:
89% → 39% · B2B SaaS

Sales +43%
Health products brand

Engagement +37%
IT services company

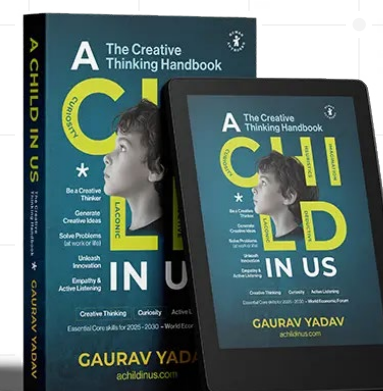
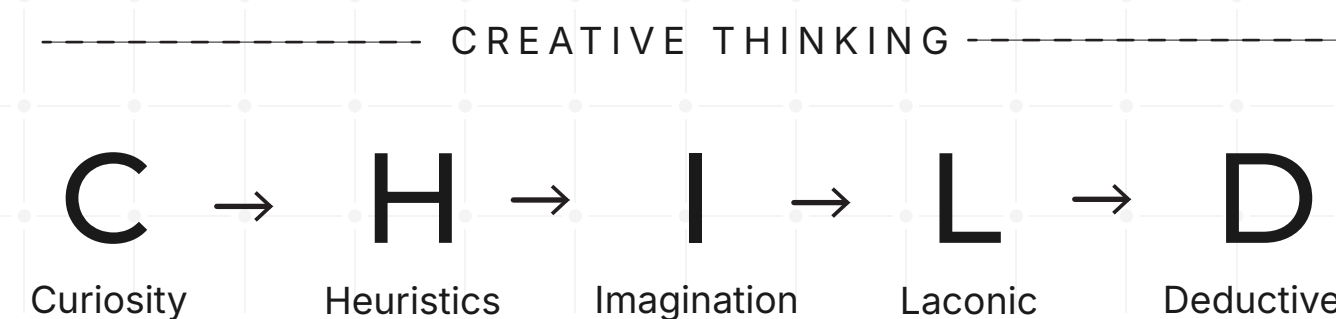
Gaurav Yadav

Designer · Author · Strategist · Bangalore

The visible work — **Brand, Product, Interface** — is only half of it. The other half is the thinking underneath: the structure, the logic, the framework that makes it hold together.

For over 26 years, I've worked across both. With Fortune 500 companies and early-stage startups. On **brands, digital products, content systems**, and **strategy**.

I created the **CHILD Framework** — not a method you learn, but a way of thinking you already have.



In 2025 I published **A CHILD in Us: The Creative Thinking Handbook** — a bestseller in Creativity & Self-Help — which is exactly that: the thinking behind the work, made visible.

in @gauravauthor

A /GauravYadav965

X @authorgaurav

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IG @gauravauthor

●● @idaete

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☕ /idaete

I started building websites in 2000. Over the next decade I ran a studio, designed products, and taught myself to **think structurally** — not just visually.

In 2016 I founded idaete.com. In 2019 I created the **CHILD Framework** — five cognitive instincts for better **creative thinking**: **Curiosity, Heuristics, Imagination, Laconic, Deductive**.

My designs have been exhibited at the Victoria & Albert Museum, the British Library, the Ashmolean Museum, and the National Gallery of Australia. I mentor founders and startups at IIT Bombay's E-Cell.

The Builder Phase

2000–2010

Micromark Tech
Founder, Creative Head
Aug 2000 - Jan 2016

LERN
Web Manager
Jan 2005 - Jun 2013

Cellulartraders.com
Web Designer & Webmaster
Feb 2006 - Sep 2009

designs on Indian miniature paintings presented in Victoria & Albert Museum, British Library, Ashmolean Museum, National Gallery of Australia

shifted to Bangalore

Got married

Became father

The Strategist Phase

2010–2020

Kloudo.com
Founder, Product Creator
Feb 2010 - May 2013

EABS
Visiting Faculty
Aug 2010 - Dec 2011

Redwood
Product Design Consultant
Jul 2013 - Jan 2014

SiliconIndia - Top 25 best Web Designer of Bangalore

proveit.in
Product Creator, Ideator, Strategist
Feb 2015 - Aug 2018

Manthan System
(now Algonomy Software)
Creative Consultant
Nov 2014 - Jan 2016

#strategy

- Research
- Brand Identity & Strategy
- GEO & SEO
- Product Vision
- Content Strategy

#technology

- Web & Ecosystems
- No-Code Dev
- CMS Architecture
- Performance Optimization

#experience

- Data Storytelling
- UI/Visual Design
- UX & Empathy
- Design Systems
- Packaging Experience

#innovation

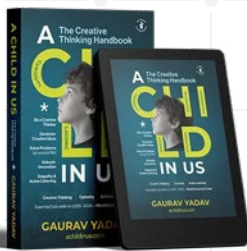
- Concept Development
- AI-Augmented Ideation
- Rapid Prototyping
- User Journeys
- The CHILD Framework

The Alchemist Phase

2020–Present

idaete innovation
Founder, Ideator & Creative Director
Aug 2016 - Present

became Author

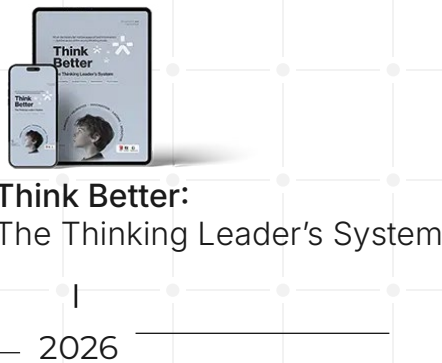


A CHILD IN US: the Creative Thinking Handbook got published



Think Better: The Thinking Leader's System

ACHIEVEMENTS & RECOGNITION



Most designers stop at the pixel. I **push through to the logic.**

I work across five stages —

Strategy · Design · Develop · Optimize · Automate.

deconstruct: breaking down wicked problems into solvable logic.	translation: converting logic into high-frictionless interfaces.	Build: Rapid prototyping and front-end architecture.	Analyze: using data (Heatmaps, Analytics) to remove cognitive load.	Systemize: Building workflows that run without human intervention.
define: setting the cognitive coordinates for the user journey.	system: building atomic design libraries, not just screens.	Reality check: ensuring the pixel perfection survives the browser.	Refine: Iterating based on user behavior, not opinion.	Scale: Turning manual tasks into self-sustaining engines.

Most projects engage two or three of these. Some need all five.

I work in Adobe CC, Figma, WordPress/Elementor, and AI-augmented workflows.

DESIGN STACK

- Adobe Creative Cloud
 - Photoshop
 - Illustrator
 - InDesign
 - XD
 - Dimension
 - Figma

TECH STACK

- Astra
- Next.js
- Tailwind CSS
- WordPress
- Webflow
- Framer
- WooCommerce
- Elementor Pro

RESEARCH STACK

- Miro
- Notion
- Hotjar
- Google Analytics 4

Gaurav is proactive and thoughtful person. He knows his work, delivers on time and recommends the best for the clients. He is value for money. I will recommend him strongly.



Nikhil Agarwal
Managing Director, FITT-IIT Delhi |
Member Executive Committee, Oxford &
Cambridge Society of India



Wipro Lab45 · Business Model Handbook

Designed a **strategic knowledge handbook** for enterprise leaders at Wipro Lab45.

Problem

The team had 4,000 words of dense strategic research. Leaders couldn't read it. They needed the same insight in a format **consumable in 15-minute sprints** — without losing the rigour.

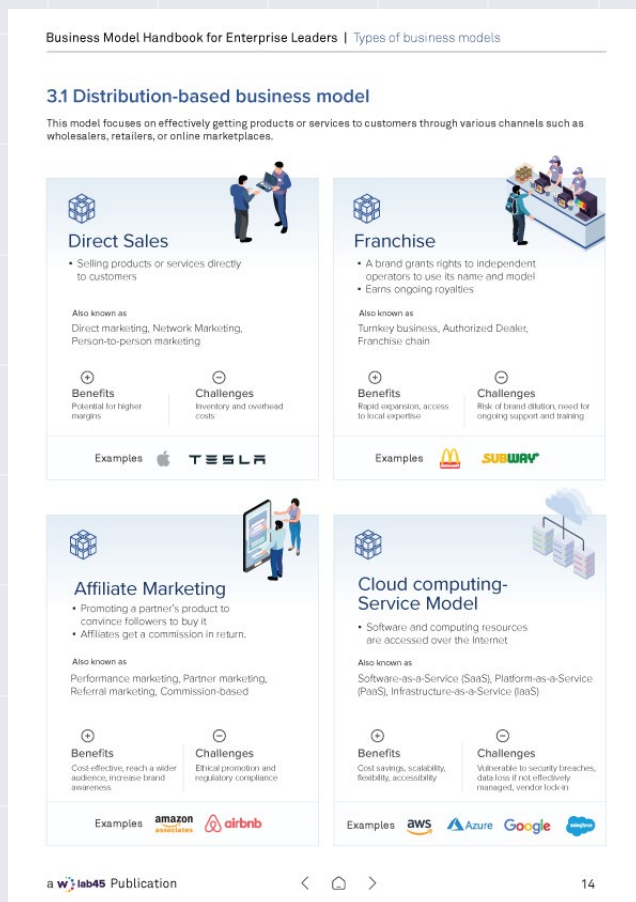
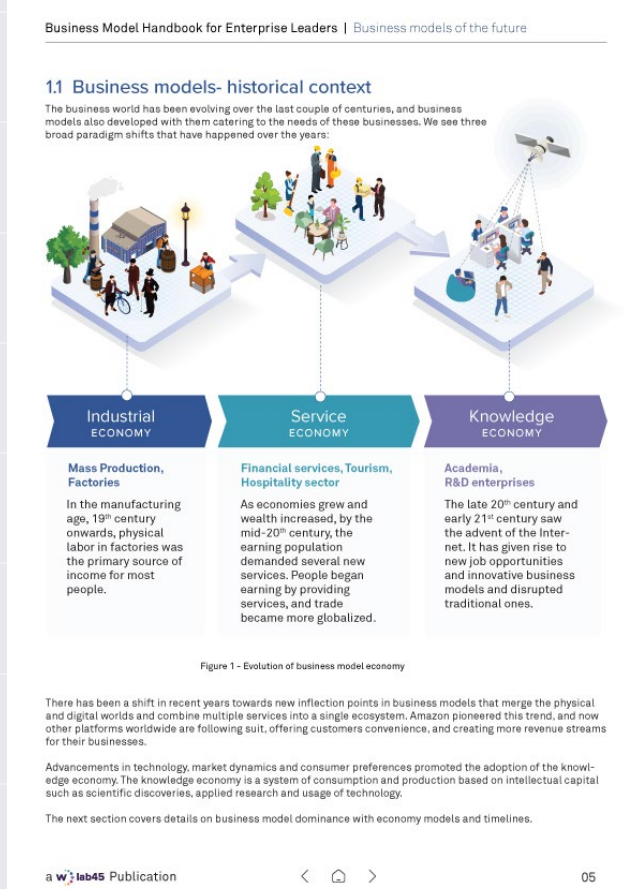
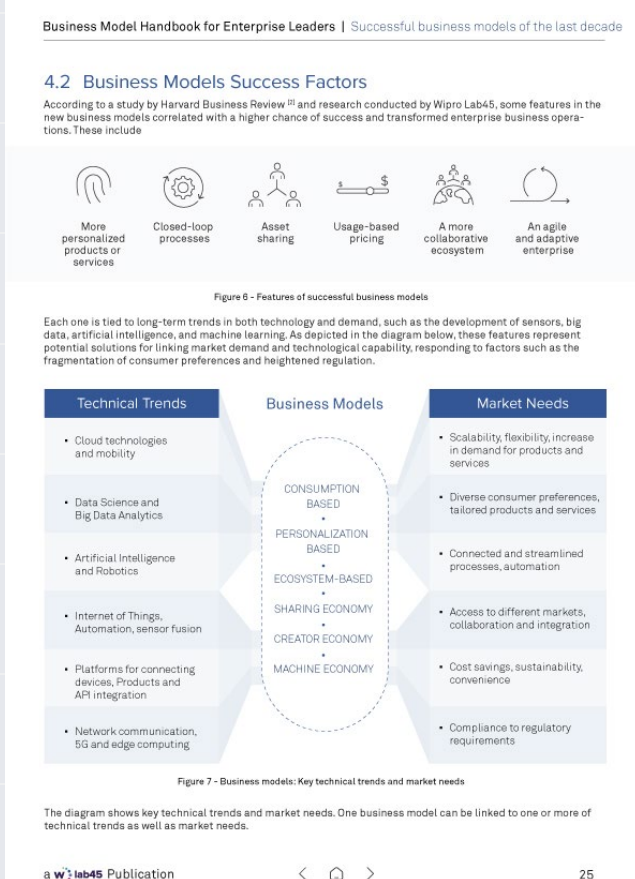
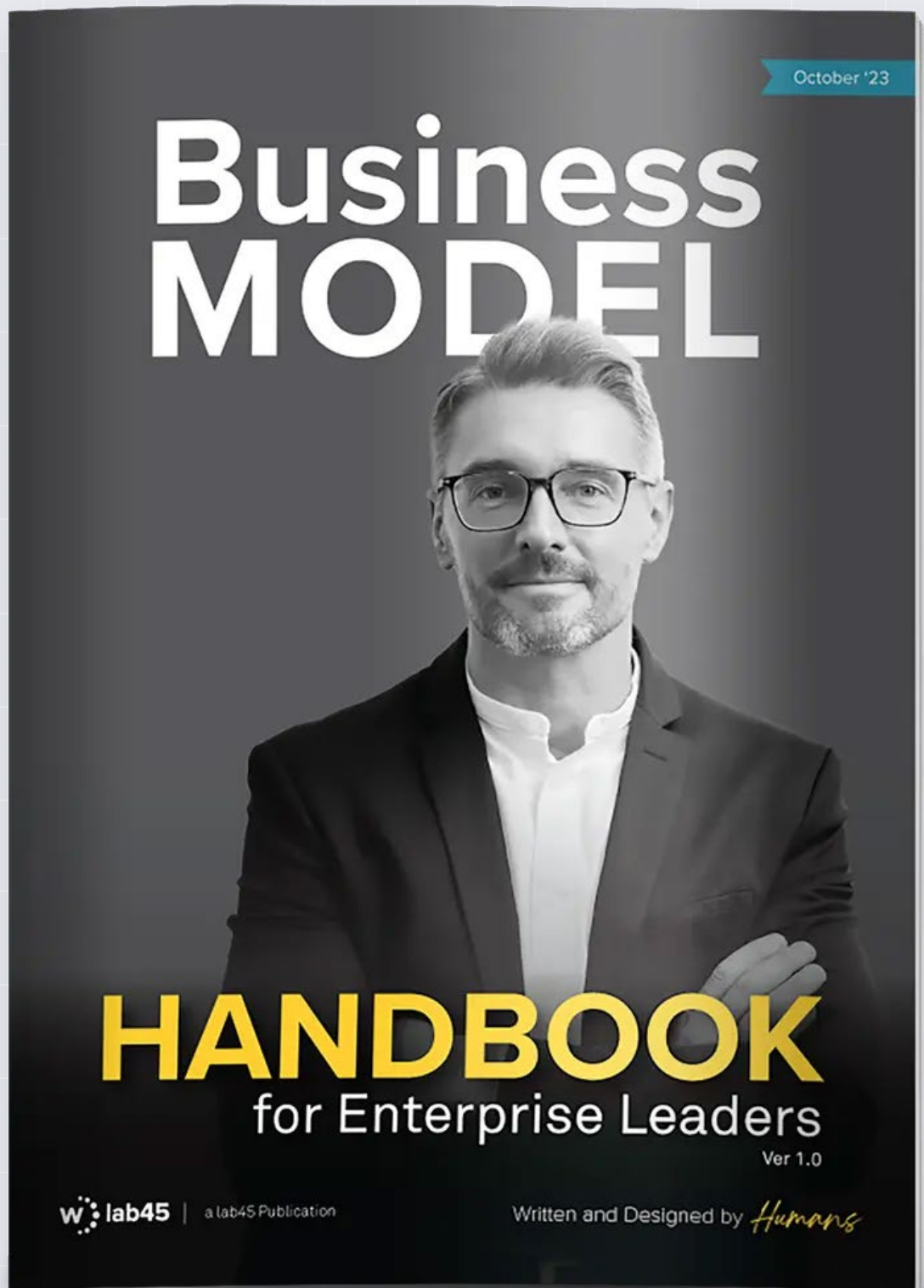
Solution

I reduced the manuscript to its core arguments, then rebuilt it visually — 12 strategic infographics, high-contrast typography, and a visual-first layout designed for speed. High-contrast typographic callouts isolated key strategy points for faster recall.

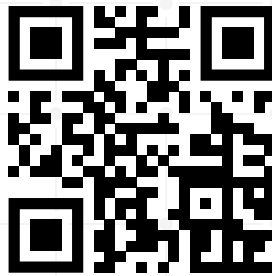
Outcome

- Information recall improved ~20% through visual isolation of key points
- Layout system adopted** as a reusable template for future volumes
- Handbook delivered as a 40+ page publication, positioned as a flagship editorial asset for Lab45

Toolbox



i.



idaete.com • Knowledge Platform

Designed, built, and continue to operate idaete.com — a relational knowledge platform for strategy, design, and creative thinking.

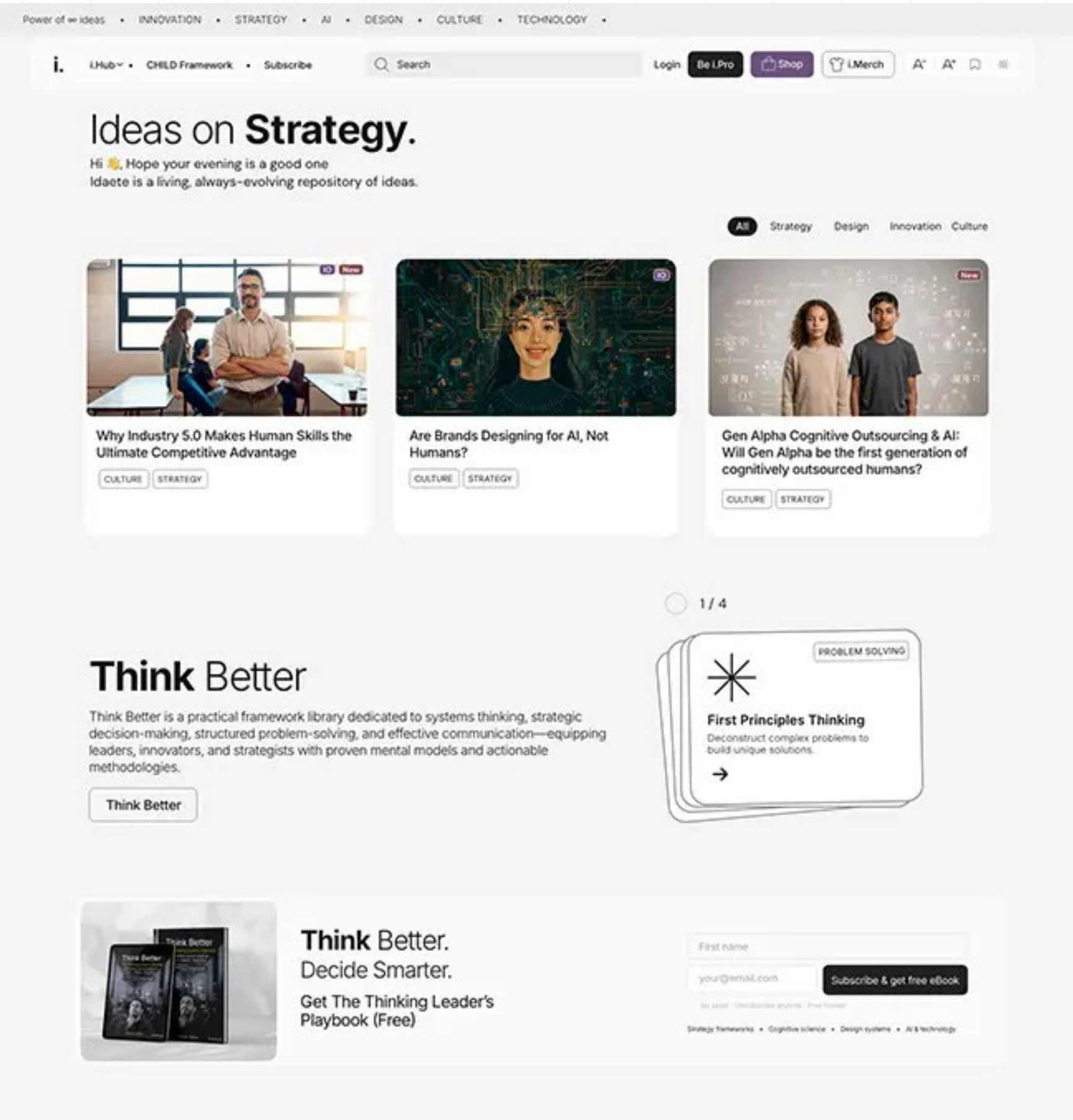
Problem

Strategic content online is either too shallow to use or too fragmented to navigate. No platform connected insights **across disciplines** without adding cognitive load.

Solution

Built idaete.com as four interconnected modules: HumanOS (cognitive biases as UI cards), Think Better (mental models + Notion workspace), Decoded (concept definitions), and The Codex (long-form strategy). **Content links dynamically** across modules — every article connects to the tools it uses.

Toolbox



Ideas DeCoded

Ideas Decoded: Think Better is a practical framework library dedicated to systems thinking, strategic decision-making, structured problem-solving, and effective communication—equipping leaders, innovators, and strategists with proven mental models and actionable methodologies.



What is Q Day

Q Day refers to the theoretical future moment when a cryptographically relevant quantum computer (CRQC) becomes powerful enough to



What is Hopecore

Explore the best of Hopecore. Watch uplifting, wholesome videos and profound moments of human kindness that cure doomscrolling and boost your mood.



What is Agentic Commerce

Agentic commerce is the next evolution of e-commerce where autonomous AI agents act as digital proxies

HumanOS

Decoding the source code of Human Behavior and popular psychology

What is the Fundamental Attribution Error?

Fundamental Attribution Error is when we judge others on their personality of fundamental character, but we judge ourselves on the situation

CULTURE



What is the Paradox of Choice?

Discover what decision theory is, how cognitive biases influence our choices, and why humans rarely make perfectly rational decisions.

HUMAN BEHAVIOR



What is the Distinction Bias?

Distinction Bias is our tendency to overweight the differences between options when we evaluate them simultaneously compared to when we experience them separately.

CULTURE



Outcome

- 10,000+ monthly visitors engaging with strategy, design, and thinking content globally
- 500+ subscribers and growing — a community built without paid acquisition
- A self-sustaining knowledge ecosystem that publishes, connects, and compounds over time



calculatory.app · Fast, Accurate Everyday tools.

A curated collection of free everyday calculators across Finance, Education, Health & Lifestyle, and general use.

Problem

Most online calculators are cluttered, unreliable, or buried under ads. People doing everyday math — a loan, a BMI, a grade — deserve a clean tool that just works.

Solution

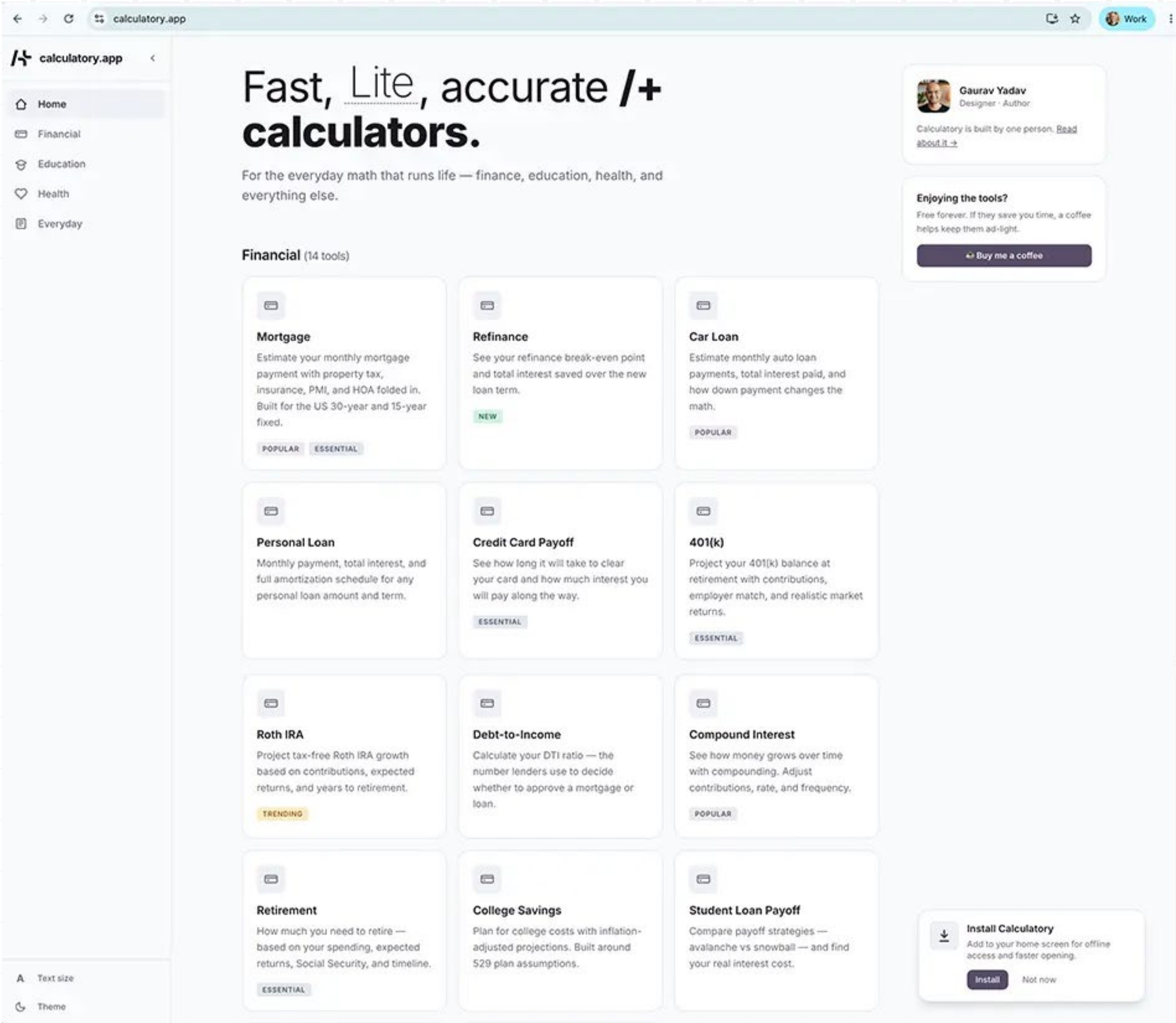
Built calculatory.app as a free public utility. Built with a utility-first philosophy focused on speed, simplicity, and accessibility. Four categories — Finance, Education, Health & Lifestyle, and Everyday — each with carefully curated, accurate calculators. Designed with Astro and Tailwind for speed and simplicity. Built not because there was a brief, but because it should exist.

Outcome

- Free to use. Always.
- Built for the person who just needs the answer, not another product to sign up for.
- Design as a civic act — giving back through tools that work.

Toolbox

-  Astra
-  Next.js
-  Tailwind CSS
-  Figma





Zuver · IoT Cleaning Brand

Brand identity and **packaging system** for a smart facility management product.

Problem

Facility managers had no visibility into supply levels. Staff mixed up chemical names, causing **safety incidents and waste**. The products looked like commodities and priced like them too.

Solution

Replaced all chemical names with a bold numeric coding system (2, 4, 5, 7) — a universal visual language readable across languages and literacy levels. Each number maps to a product category with a distinct colour and form. Packaging integrates with IoT weight sensors to trigger **automatic refills** at 10% capacity.

Outcome

- Significantly reduced chemical identification errors.
- 30% reduction in waste via IoT-monitored dosing
- 2× price premium over standard cleaners — positioned as tech hardware, not detergent

Toolbox Dn Ps Ai



Gaurav's a fantastic guy who gets the job done for internet development work! I have worked with him on multiple projects and will work with him again.



Charles Walters

Hedge Fund Chief Information Officer at
Bardin Hill Investment Partners

feelGood@ A Probiotic Café

FeelGood@ · Probiotic Café

Brand identity and **experience design** for a health café in Bangalore.

Problem

Most café brands occupy one emotional register: happy and energetic. FeelGood@ wanted to build **genuine human connection** — a brand people could feel, not just consume.

Solution

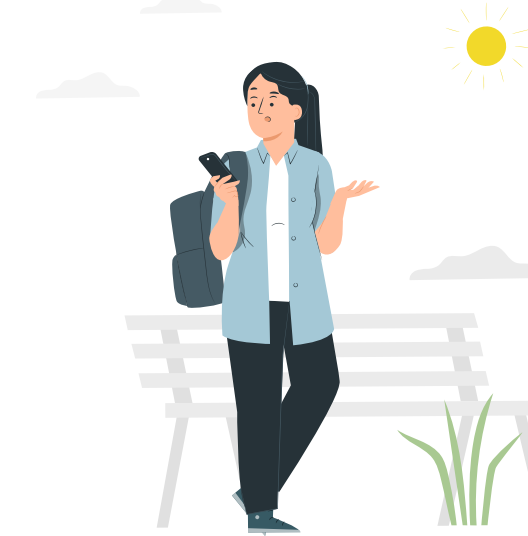
Built the brand around 10 **untranslatable emotions** — words like Nikhedonia (the joy of anticipating success) and Lonesome-Fret (restlessness from being alone too long). Designed a card game that gave customers a shared vocabulary. Interior graphics, apparel, and packaging all extended the emotional system through the physical space.

Outcome

- Increased customer engagement and dwell time.
- Created organic social content with zero ad spend
- Interior, apparel, and packaging delivered as one unified brand system

Toolbox Ps Ai Id Xd

SERIOCOMIC
Partly serious and
partly comic



NIKHEDONIA

The feeling of excitement or elation that
comes from anticipating success



PRESQUE-VU

That sensation of forgetting or not
being able to remember something,
but feeling that you could remember
it any minute.



CRAPULENCE

Sickness or indisposition resulting
from excess in drinking or eating



FAT-SORROW

Sadness alleviated by
material things

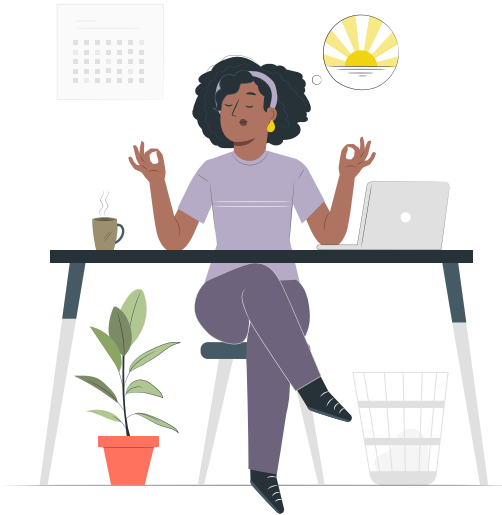


LONESOME-FRET

That feeling of restlessness or
unease that comes from being
on your own too long



IPOH
In Pursuit of Happiness



PLAH

Peace Love and Happiness



MISSLIENESS

The feeling of solitariness that
comes from missing something
or someone you love



Prove · Professional Verification Platform

Product architecture and UX for a talent verification ecosystem.

Problem

Hiring is built on trust without proof. Enterprises spent significant time and money verifying candidate claims with no real-time, portable registry to do it efficiently or reliably.

Solution

Designed the Prove protocol around three actors: Talent creates a "Story" (a verified data block). A stakeholder validates it. Talent Seekers access the Storyboard — a portable, peer-verified professional ledger secured by an encrypted key.

- Outcome

▪ Three-actor system (Talent / Stakeholder / Seeker) creates self-sustaining trust at network scale

▪ Architecture eliminates verification lag with a peer-consensus loop

▪ Dashboard and mobile UI designed for both enterprise HR and individual professionals

Toolbox

Astra

Next.js

GSAP

Tailwind CSS

WordPress

Figma

While working on the B2C productlookbeyondresumes.com, Gaurav has been highly creative and extremely innovative. A warm nature and soft spoken individual, Gaurav is a great person to work with. His humility is a testament to his profound knowledge of technology. Its been a pleasure working with him!

Rajiv Dabhadkar

Founder, NoStops & ProveIT, Author of "Green Carrot" & "American Work Permit"
Mentor to StartUps at the Technology Business Incubators (Dept of Science and Technology - GoI)

Prove

Professional Registry Of Verified Employees

Registry | Employers | Members | Support |

Dashboard

Storyboard

Discussion

Notifications

Videos

Places

Account

Roy Marsello

Data Scientist at Nike Inc.

San Francisco, USA

6

Years of Experience

5

Certification Achieved

My work focuses on data cleansing, migration and ETL. I have developed several projects using Oracle, MSSQL Server, PostgreSQL and Microsoft Office technologies. My interests include Machine Learning in Python. A lot of times I spend my free time learning new things which helps me grow as a professional and as a person. Recently I worked with the project of NLP and Image recognition using CNN techniques

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Nike Inc.

Data Scientist

October 2019 - Present

San Francisco, CA USA

Apple Inc.

Data Scientist

August 2015 - September 2019

Cupertino, CA USA

Massachusetts Institute of Technology

MS in Data Sciences

August 2013 - July 2015

Stanford University

BS in Data Sciences

August 2010 - July 2013

Talent

Create a Story

Request for Verification

Approved

Flagged

Request reVerification

Credential Verifier

Story Published on Timeline

Story added to Storyboard

Talent Storyboard

Encrypted key xxxx-xxxx-xxxx-xxxx

Talent Seeker

Request access to the Talent's Storyboard

Open Value Framework: The Verification Loop

Talent

Create a Story

Request for Verification

Approved

Flagged

Request reVerification

Credential Verifier

Story Published on Timeline

Story added to Storyboard

Talent Storyboard

Encrypted key xxxx-xxxx-xxxx-xxxx

Talent Seeker

Request access to the Talent's Storyboard



Saathi · Community Safety App

Brand identity and UX for a **hyper-local emergency** response app.

Problem

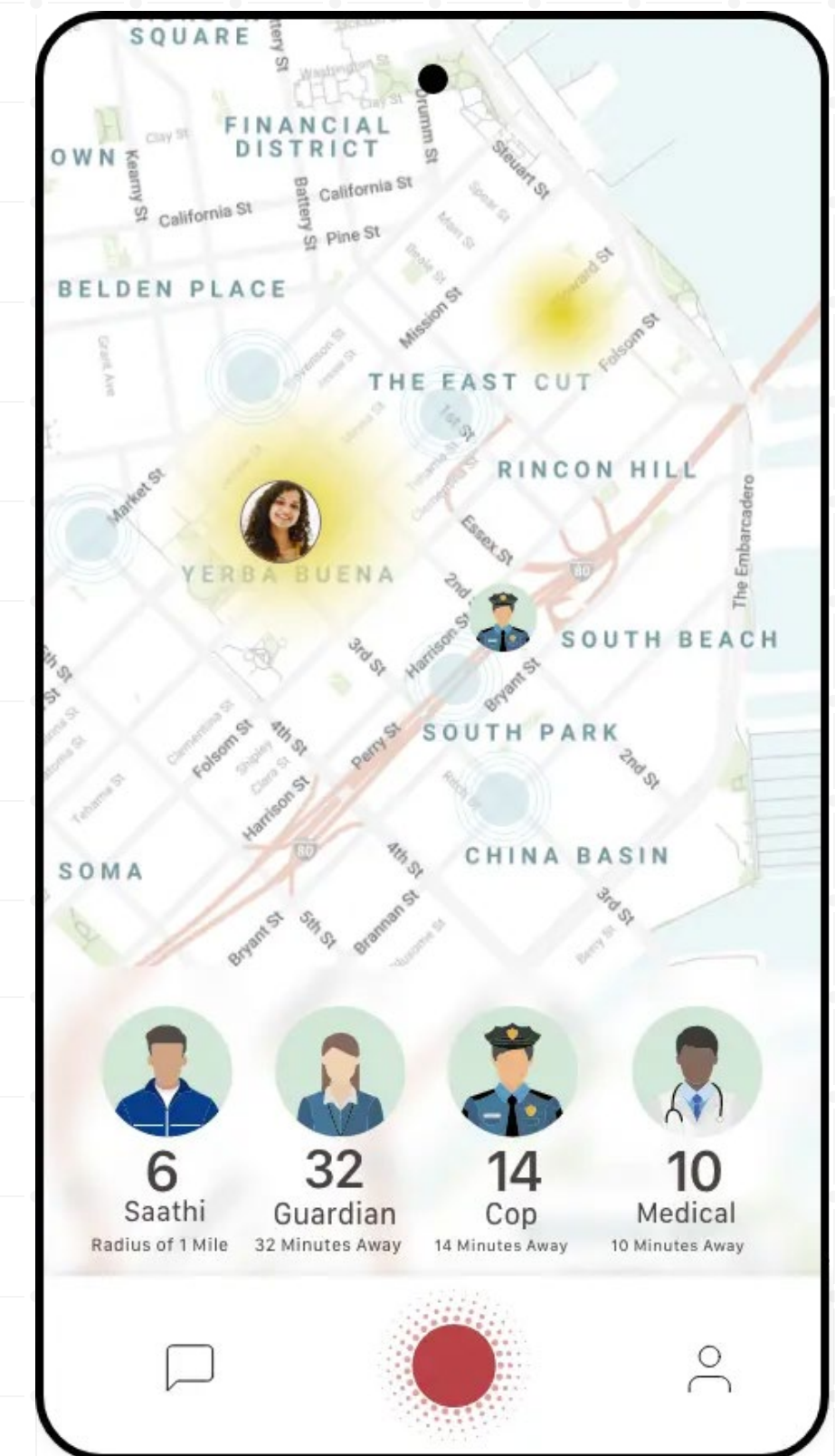
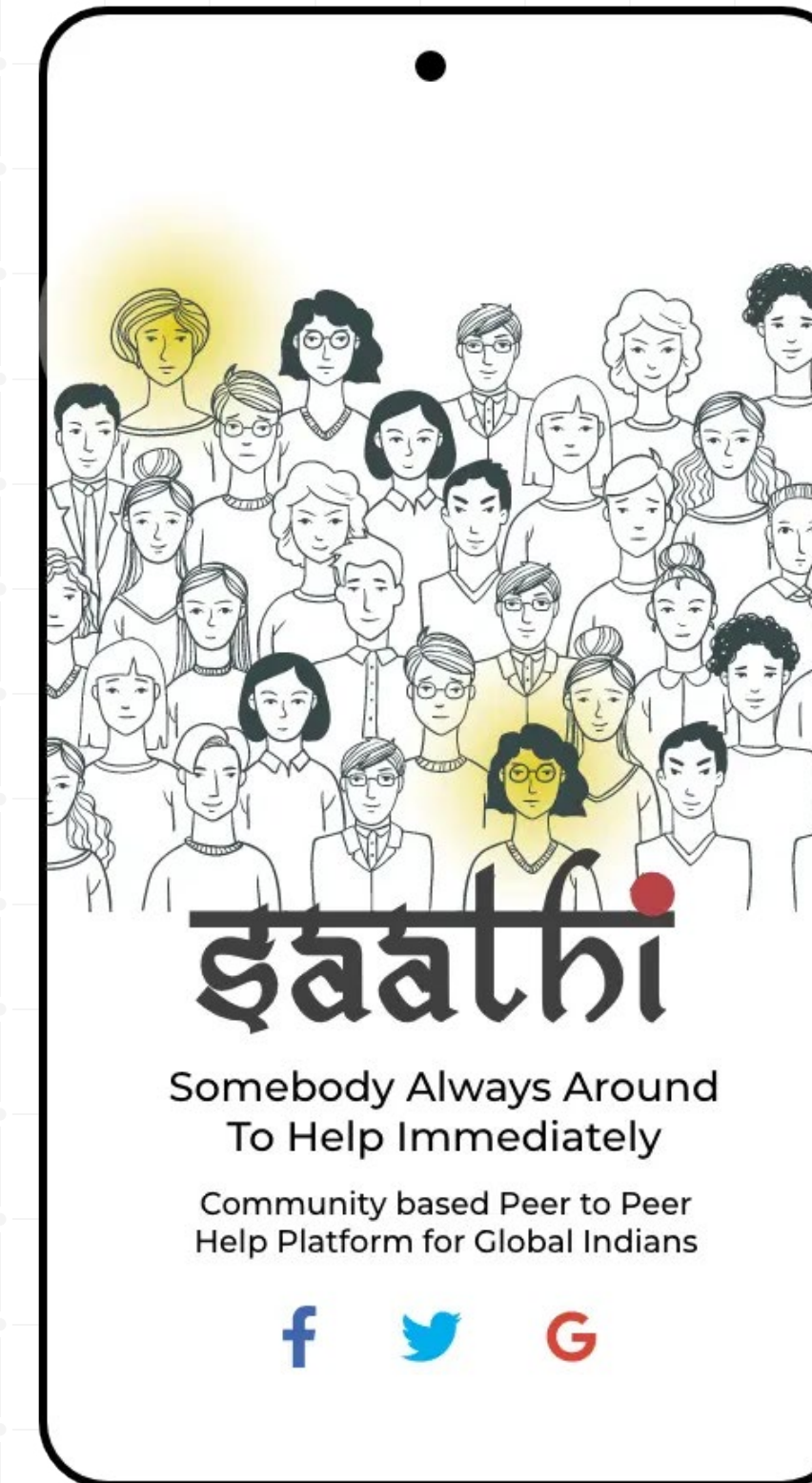
Ambulances and police take time. In a real emergency, the fastest help is the person standing closest — but there was **no way to signal them.**

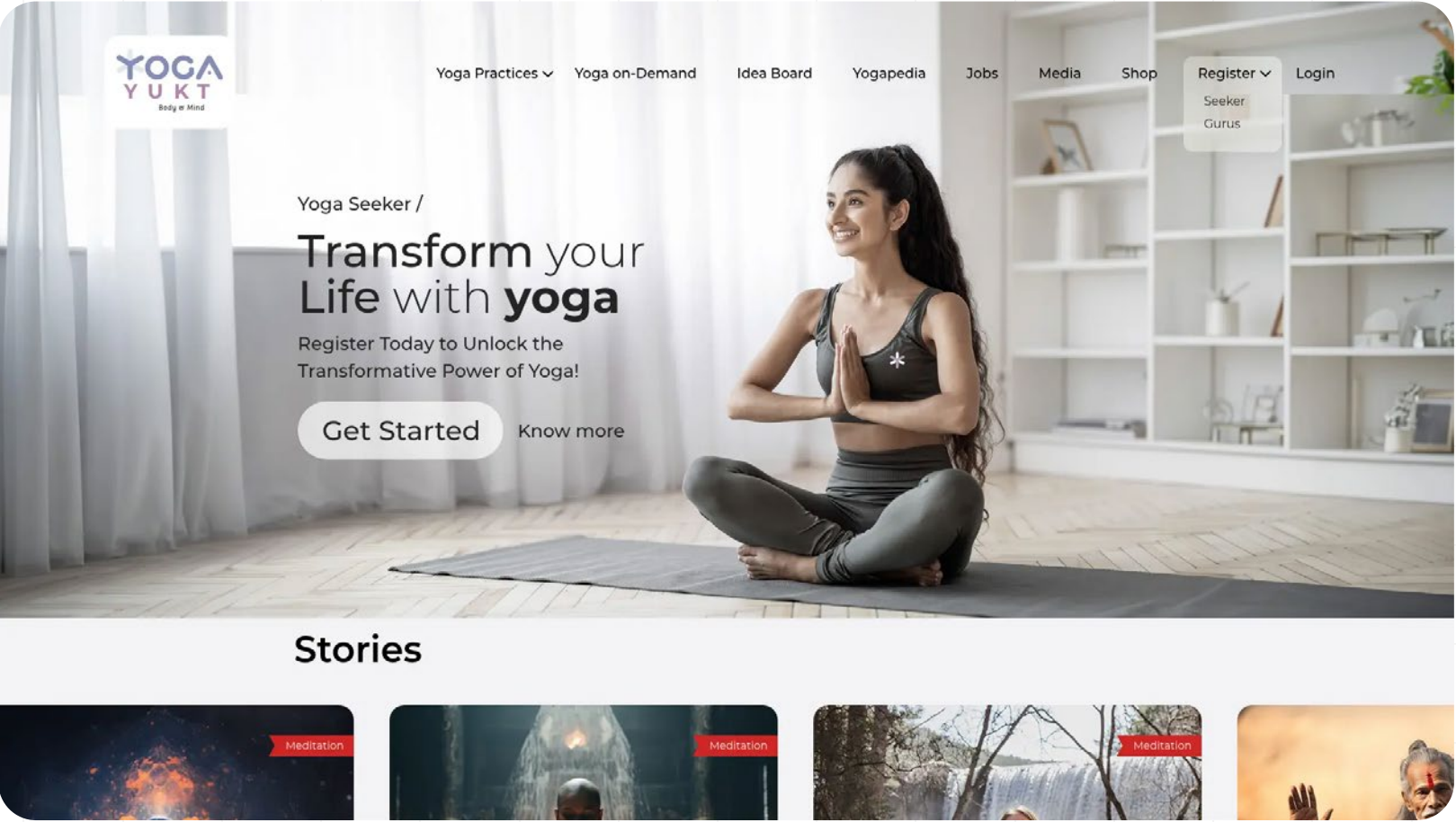
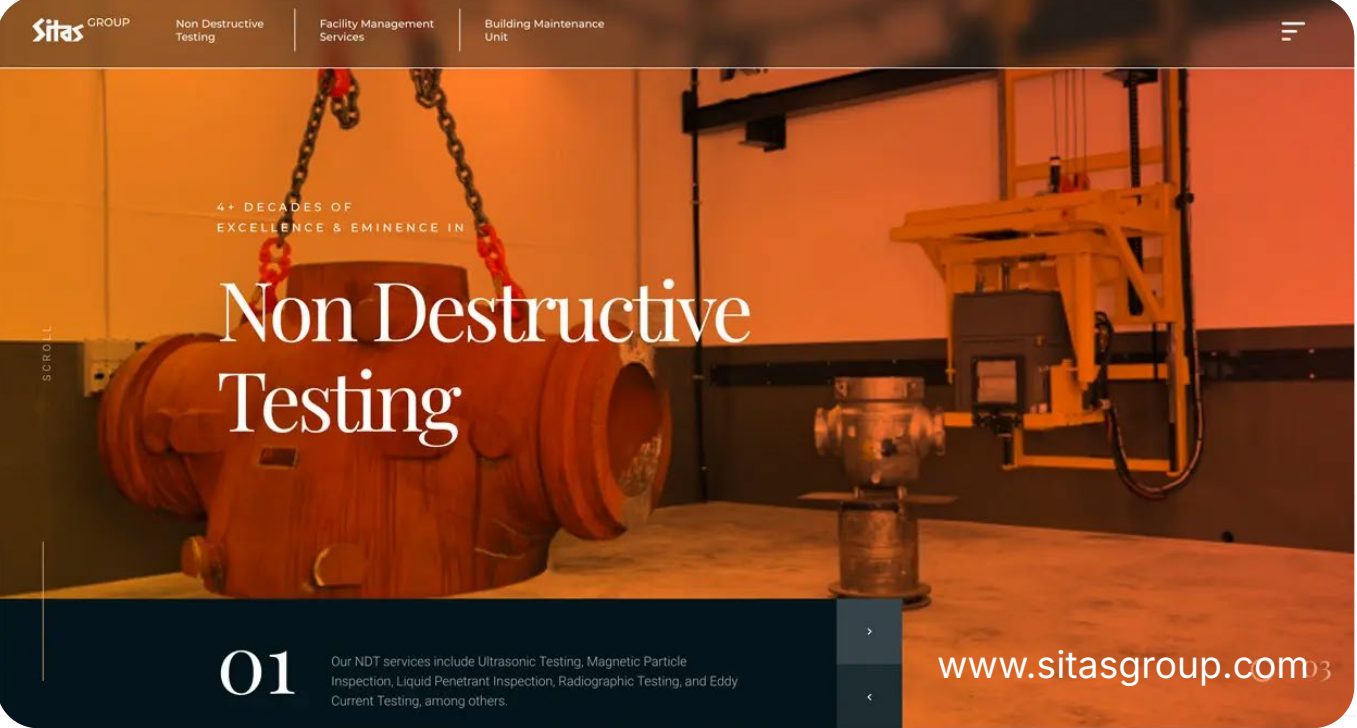
Solution

Designed Saathi (Hindi: companion) as a peer-to-peer safety network. Community-vetted volunteers, not institutions. A **map that shows help arriving** in real time to reduce panic. Large-button, high-contrast UI designed for operation under stress — one thumb, adrenaline state.

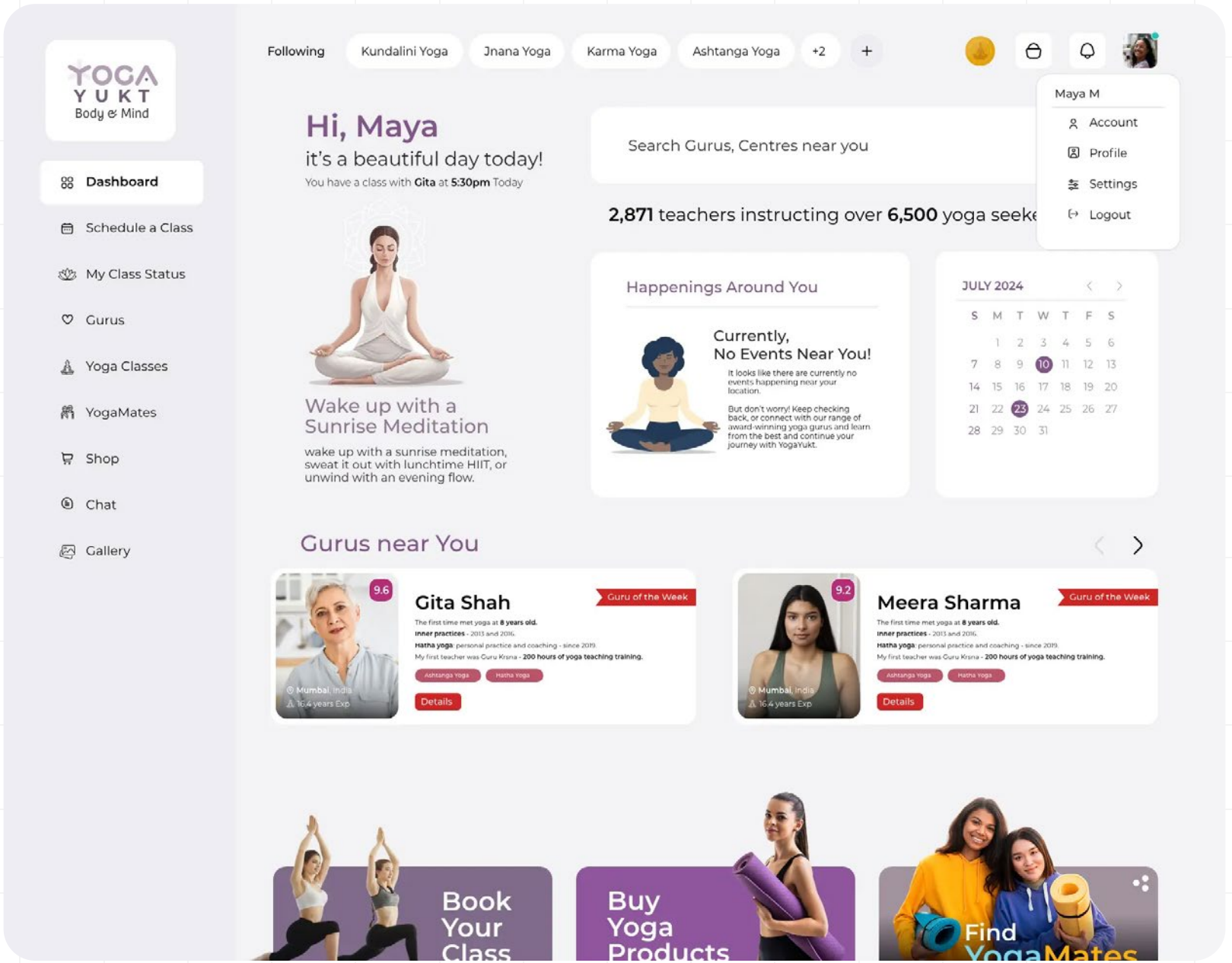
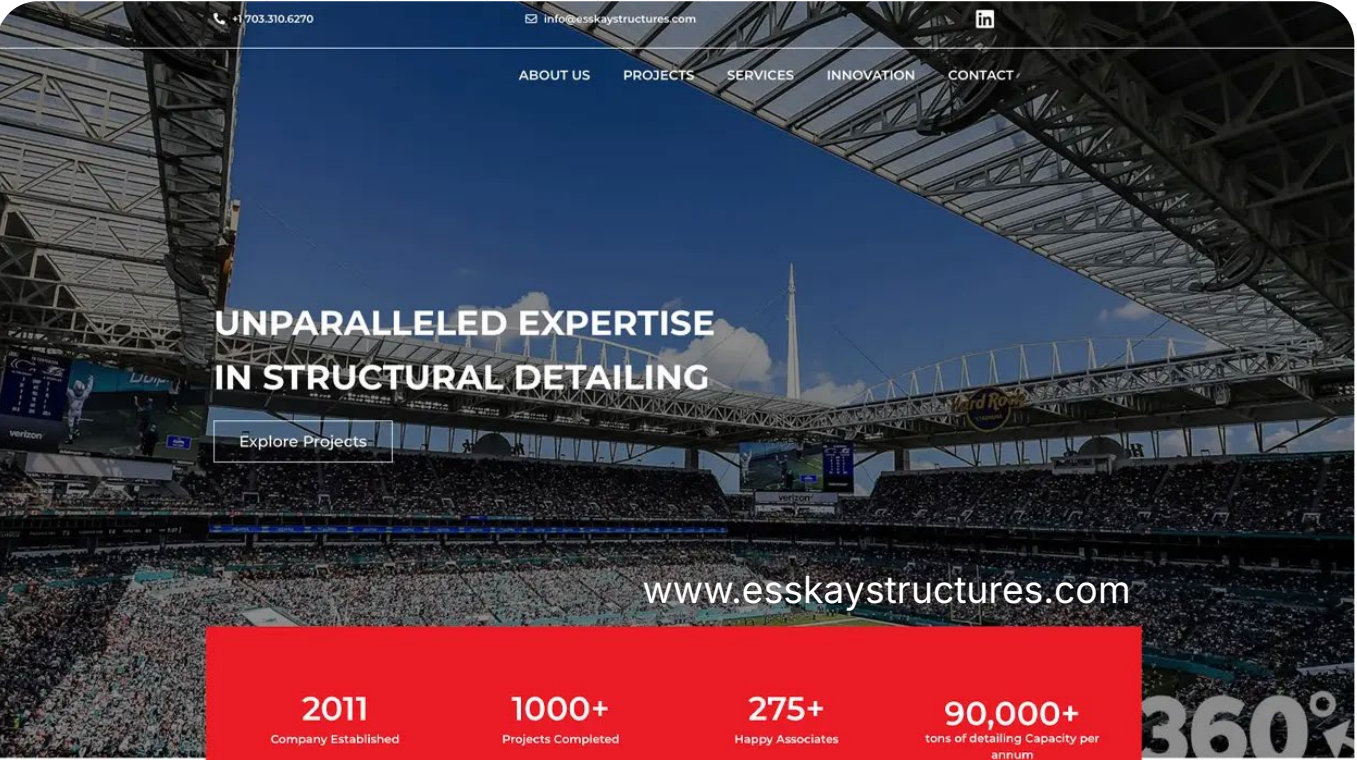
Outcome

- Community vetting creates a self-policing volunteer network without central management
- "Beacon" map visualization reduces user anxiety during crisis moments
- UI optimised for one-thumb operation under high-stress conditions

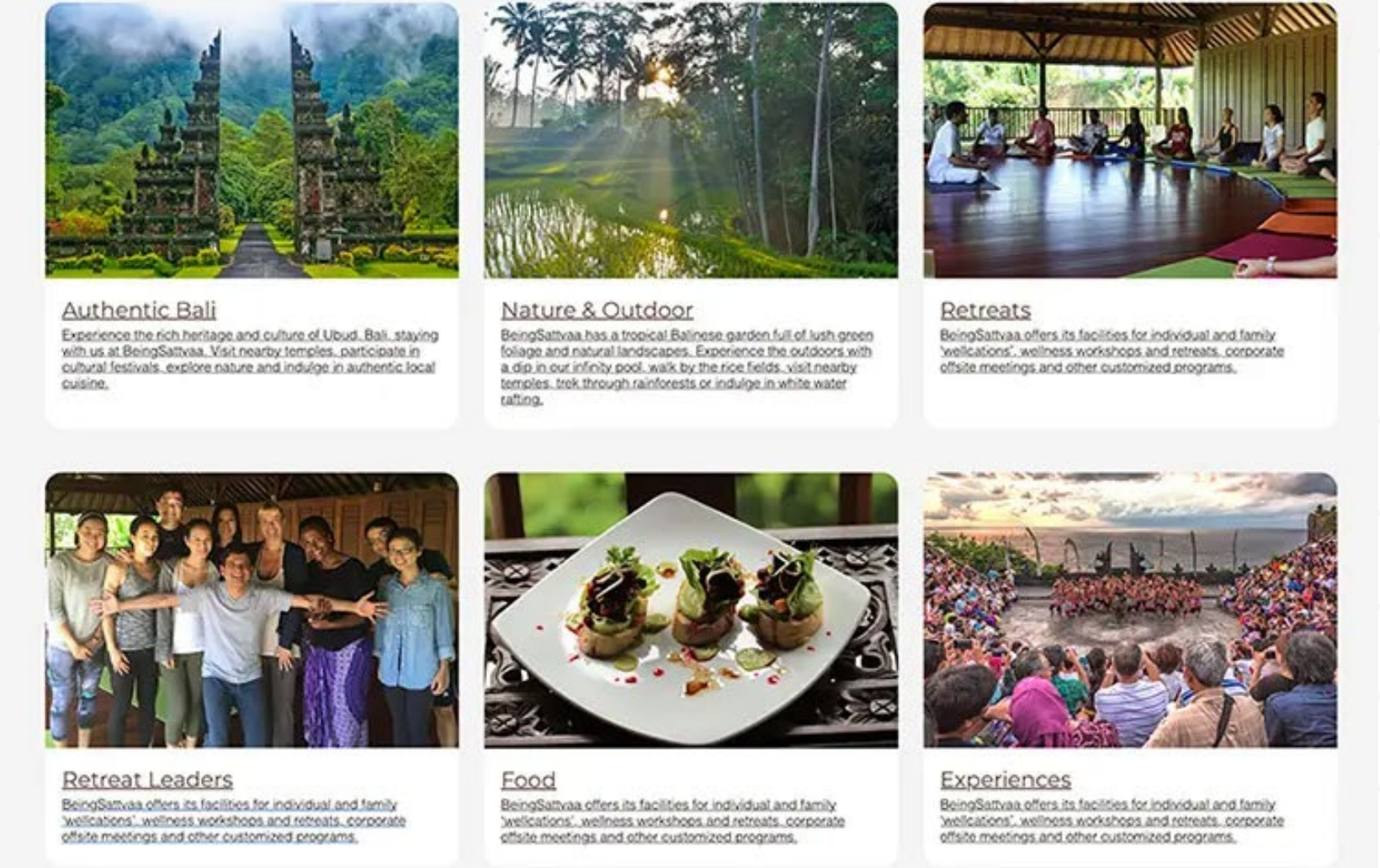




www.yogayukt.com



yogayukt.com post login user area



www.beingsattvaa.com.sg

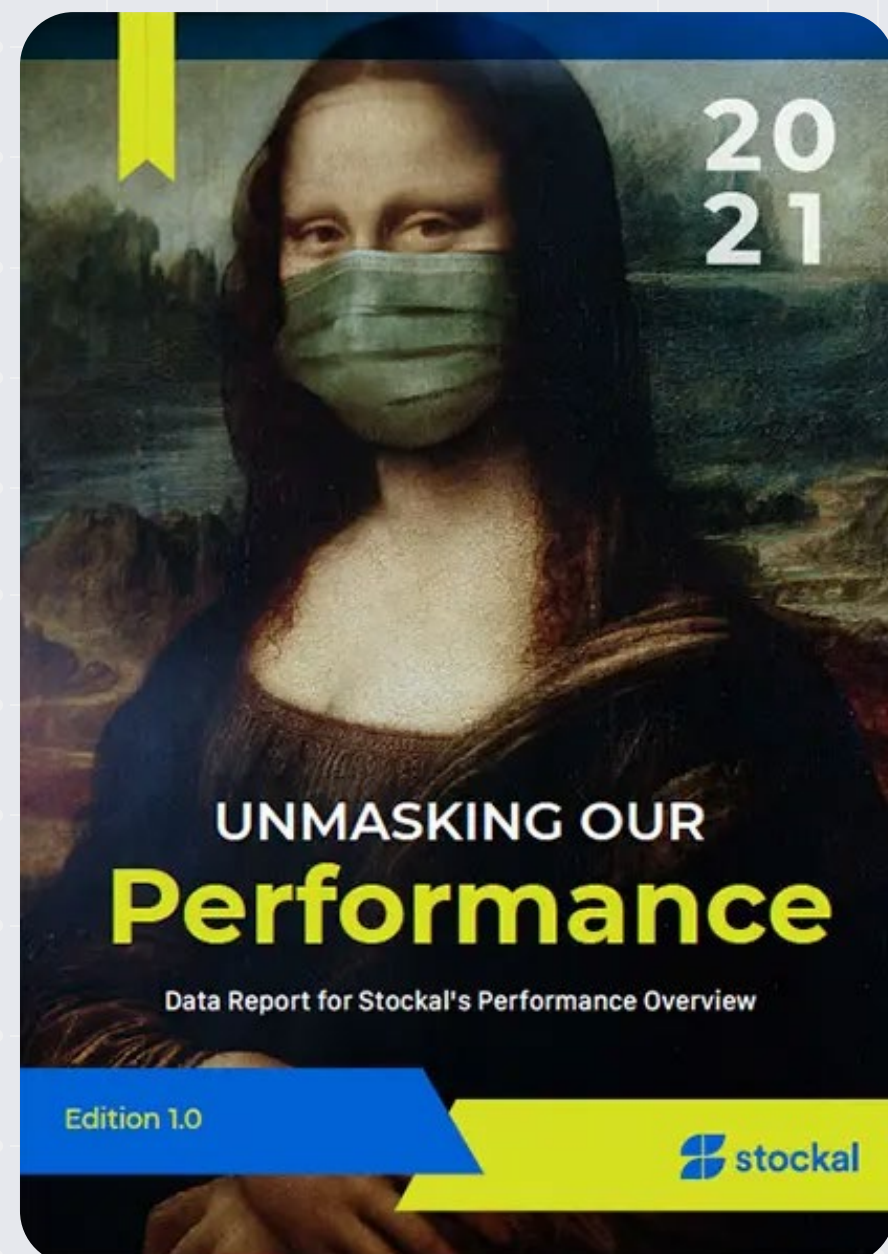




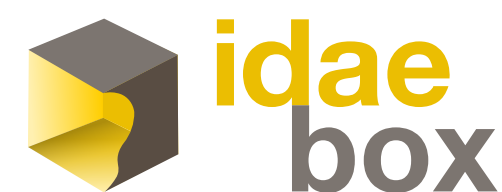
A logo that depicts the vision of a 10,000-strong team.



A campaign for an AI-powered job platform



Annual Report Design (Post-COVID)





Packaging Design for a Probiotic Beverage



Your Investing Highlights

When there are over 4,000 stocks to choose from, one is bound to have favourites!

Here are your go to stock and ETF picks for the year:

TESLA Tesla, Inc. (TSLA)	Apple Inc. (AAPL)	amazon Amazon.com, Inc. (AMZN)	NIO Inc (NIO)	Microsoft Microsoft Corp (MSFT)
moderna Moderna, Inc. (MRNA)	facebook Facebook, Inc. (FB)	NETFLIX Netflix, Inc. (NFLX)	ProShares UltraPro QQQ (QQQ)	shopify Shopify Inc. (SHOP)

We were also impressed with your sectoral preferences. We noticed that most of you stuck to what you knew best, and made sound investing decisions.

Here's a quick sneak peek at your Top Traded Sectors:

Consumer Cyclical

Technology

Healthcare

Communication Services

stockal

Company Mission
Let's make investing and saving internationally, seamless, affordable, and secure.

Employee-Employer Relationship
Transparent and Inclusive

Business Ethics
To conduct business in accordance with the letter, spirit, and intent of all relevant laws and to refrain from any illegal, dishonest, or unethical conduct.

Outside Employment
Outside employment that constitutes a conflict of interest is prohibited.

Referral Bonus

Rs. 5,000/- Over 6 months but less than or equal to 1.5 years	Rs. 8,000/- Over 1.5 years but less than or equal to 2.5 years	Rs. 15,000/- Over 2.5 years but less than or equal to 5 years	Rs. 20,000/- Over 5 years but less than or equal to 10 years	Rs. 25,000/- Over 10 years
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3 Months Probation Period

Performance Evaluation Method
Objectives and Key Results- Quarterly
360 degrees- Annual

Performance Appraisal Cycle
April to March

Leaves Available

18 Earned Leaves	6 Casual Leaves	7 Sick Leaves
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Marriage Leaves

Bereavement Leaves

Paternity Leaves

Unique Leaves

Loan from Company
Available after completion of 1 year and upto a maximum of 15% of CTC to be paid back in 10 installments

Health Insurance
From April 1, 2021, Rs 5 Lakhs coverage per family.

2 Notice Period
2 months

Work Timings
9 hours a day, Monday to Friday

PoSH compliant
Yes

Spot Termination?

- Theft or inappropriate removal or possession of property Dishonest
- Fabrication of timekeeping records
- Working under the influence of alcohol or illegal drugs
- Negligence or improper conduct leading to damage of employer-owned or customer-owned property
- Insubordination or other disrespectful conduct Violation of safety or health rules
- Sexual or other unlawful or unwelcome harassment Excessive absenteeism or any absence without notice
- Unauthorised use of telephones, mail system, or other employer-owned equipment
- Unauthorised disclosure of business "secrets" or confidential information Violation of personnel policies
- Unsatisfactory performance or conduct
- Breach of trust, Company codes, statute or regulations

Escalation Matrix

Reporting Manager

Department Head

Human Resource

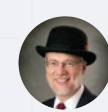
<https://www.stockal.com>



A holistic brand-integration project featuring vibrant environmental graphics and custom apparel designed to create a high-energy, health-forward cafe experience.



Gaurav is an intelligent and innovative thinker. He has all the skills of a first-class colleague, including excellent communication, ability to commit, follow through and excellent capacity for teamwork. His out-of-the-box thinking is a boon for any project that requires a visionary approach. He has cutting edge knowledge and skills in technology and he works from a globally informed perspective. For any project requiring top-notch professional demeanor and skills, he's on my "first-choice" list as a team member.



William A Draves
Author of Nine Shift
President, Learning Resources Network (LERN)
River Falls, USA

The thinking doesn't stop here.
Let's work on something worth making.

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🌐 web

gaurav@idaete.com

📞 8971946686

in /gauravauthor/

Bē /idaete1

idaete.com/portfolio.pdf

idaete.com/g.pdf