NOEL MATHEW SAJEEV

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PROFESSIONAL SUMMARY

I'm an Industrial Engineer by training, a brand and service designer by trade, and all in all, a generalist who loves building stuff people want. Over the last 5 years, I've partnered with founders worldwide to do just that. My approach is simple: probe the 'whys' to a stubborn degree, gauge every available resource, then build, clean-slate and fearless.

WORK EXPERIENCE

Brands of Earth *(Founder | 2022 – 2026)*

- Scaled a bootstrapped design studio from scratch, handling B2B sales and operational workflows, and building a team spanning five countries.
- Partnered directly with Seed–Series A tech, FMCG, and healthcare founders to build product and service ecosystems.
- Developed the brand, marketing, and digital ecosystems for cybersecurity startups Trackd (Washington, DC) and Astronuts (San Francisco); the work helped with Trackd's 2025 acquisition.
- Partnered with healthcare clients like Durrell, Dodo Dental, and Sina Laboratories to translate emotionally sensitive clinical needs into human-centered service and brand models, increasing Dodo Dental's Net Promoter Score by 30%.
- Built comprehensive identities for digital-first brands like Godfire Esports to bring brand collateral to life across social media, merch sales, and tournament arenas.
- Built a marketing engine handling 1,000+ weekly leads, with systems and processes covering every project stage from discovery to delivery.

LvlUp Ventures *(Venture Scout, VC in Residence | 2025 – 2026)*

- Invited to join the VC in Residence program for LvlUp's $2B+ global ecosystem; sourced high-quality ventures and provided founders with the support needed to secure investment from Tier 1 VC partners.
- Mobilized a network of venture scouts to aggregate venture deal flow, increasing investment opportunities for LvlUp's global VC ecosystem.
- Transformed complex business models and technical blueprints into high-conversion investment narratives, equipping founders to navigate partner-level scrutiny with a defensible business case.

Turnabill *(Founding Team Member | 2021 – 2022)*

- Founding member of a middleware e-receipt service; worked across product and brand, designing the system logic with the development team and executing the GTM strategy and brand launch to sign our first pilot partners and early users.
- Architected the core logic for a virtual print driver to intercept POS data, enabling seamless digital receipt adoption without hardware changes.
- Designed the dynamic QR system and verification handshake to ensure secure, login-free receipt matching for both modern and legacy retail terminals.
- Built the visual identity, website, and digital touchpoints to establish the startup's early market presence.
- Vetted and hired the app development team, coordinating cross-functional workflows to ensure a high-quality MVP launch.
- Led customer discovery and pilot recruitment to sign our first retail partners and users, conducting field research to validate product-market fit.

CASE STUDIES (2023 – 2026)

- **Dodo Dental (NPS up 30%):** Building a ‘first visit’ dental experience that mitigates anxiety | Open case study
- **Trackd (acquired):** Giving a DC-based cybersecurity brand its identity | Open case study
- **Godfire (seed raised):** Making Greek legends tell an esports brand story | Open case study
- **MIAQA (service launched):** Making clean air a marketable commodity | Open case study

EDUCATION & PROJECTS

[B.Tech, Industrial & Production Engineering | VIT Vellore (2017 – 2021) | CGPA: 8.95/10]

- Combined engineering academics (across manufacturing engineering, maths, coding, non-destructive testing, statistical quality control) with leadership and entrepreneurial learning, focusing on building lean production systems.
- Revitalized a dormant college chapter, SME (Society of Manufacturing Engineers), by leading a direct recruitment drive that secured 50+ paid registrations in 48 hours for a failing technical event.
- Promoted from SME chapter member to Marketing Head to Vice President within 6 months after reducing member attrition, growing social media engagement (300%), and increasing project team output and events attendance.
- Built ‘Project Cocobot’ (a coconut harvesting system), winning 1st place out of 50 teams in the Open Domain category at the Access Denied Hackathon and securing seed funding from VIT’s business incubator.
- Learned 3D Bioprinting mechanics from NBIL, Bangalore and implemented the same at VIT’s Human Organ Manufacturing and Engineering (HOME) lab, which worked on 3D printing a myocardial heart patch with live human tissue.

CORE COMPETENCIES

- **Business & Ops:** KPI Trees, Business Model Design, Feasibility & Risk Analysis, Deal Negotiation, Bottleneck Analysis.
- **Experience & Brand:** Brand & Impact Audits, Brand Positioning, Customer Journey Mapping, Design Systems, Service Blueprints, Visual Identity Systems, Pitch Deck Design, Discovery Workshops.
- **Process & Systems:** Project Lifecycle Ops, Operational Playbooks, Workflow Automation, SOP Development, Process Optimization.
- **Product & Growth:** Product Roadmapping, Go-to-Market (GTM) Planning, User Interviews, Funnel Analytics, Ethnographic Research.
- **Software Skills:** Figma, Adobe Illustrator, SOLIDWORKS, Notion, Whimsical, Make, n8n, Claude, Lovable, Midjourney, Trello, Inkscape.

CERTIFICATIONS

- Lean Six Sigma Green Belt
- Certified SOLIDWORKS Associate
- IBM Design Thinking Practitioner

LANGUAGES

- English (Professional Fluency)
- Tamil (Native/Professional Fluency)
- Malayalam (Native/Professional Fluency)
- German (B1 Intermediate)
- Hindi (Basic Conversational)