

Anurag Gautam



MULTIDISCIPLINARY GENERALIST · DESIGNS, BUILDS & SHIPS

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A rare full-stack generalist: I **design** the product, **build** the front-end, craft the **brand & motion**, and run **go-to-market** — from zero to launch, mostly with my own hands. One person, the whole stack.

₹6 Cr+

B2B REVENUE

\$2M

RAISED

25,000+

USERS LAUNCHED

7+ yrs

SINCE AGE 18

THE RANGE

Five disciplines, one operator

01

Design

Product, UI, design systems, iconography

02

Build

Front-end that ships real, working product

03

Brand

Identity, web, marketing design

04

Motion

Motion graphics, video, content

05

Go-to-Market

Outbound, pipeline, launch & growth

EXPERIENCE

The PipelineLab — Founder & GTM Lead 2024 — PRESENT

Founded a GTM studio building scalable outbound systems for B2B teams — ICP definition, list-building, deliverability, and multichannel sequencing for predictable pipeline. Outbound built here contributes to the ₹6 Cr+ in B2B revenue I've generated.

AfterThought — Founder & Creative Director 2025 — PRESENT

A creative studio delivering brand identity, marketing design, motion, and content. Delivered end-to-end brand, web, motion, and social across Srijan, Formeye, CA4SME, The Combover, Hair Cycle, and Justach.

Suggaa — Product & Marketing · ride-hailing [2018] — [2023]

Designed the entire design system from scratch across three products — rider app, driver app, and operator console. Built and led the design and dev team, launched city by city with on-ground events and press, and grew to 25,000+ users.

Marketing Agency — Sales 2017 — 2018

Started at 18 in B2B sales — sourced and closed clients, building the client-acquisition foundation that led to founding two studios.

TOOLS

DESIGN

Figma · Illustrator · Photoshop

MOTION

After Effects · Premiere Pro

WEB & COMMERCE

WordPress · Framer · Shopify

GTM & OUTBOUND

Clay · Apollo · Lusha · Aimfox · Smartlead · Instantly

AUTOMATION & AI

n8n · Zapier · Codex · Claude Code

INDUSTRIES

Mobility · B2B SaaS · Creative & Brand · Early-stage startups

OPEN TO

Senior & fractional roles in Design, Marketing & GTM.

EDUCATION

No degree — left formal education at 18 to build. 7+ years of hands-on operating experience since 2017.