





# What this deck is for...

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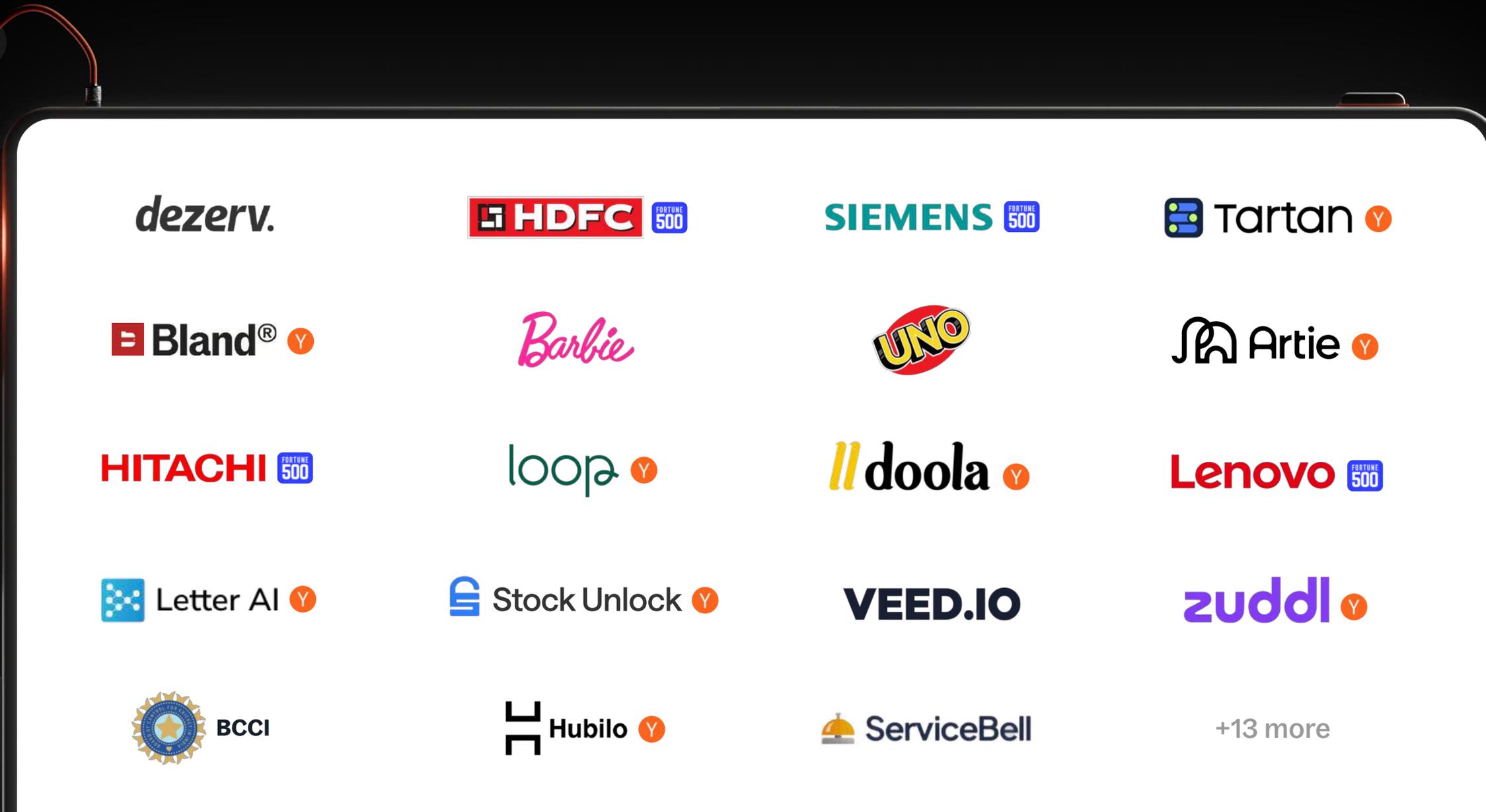




# From Fortune 500 to Venture-backed startups

Whether it's generating fresh excitement for an established giant, or crafting emotional resonance for new players, CNVRT will deliver excellence.

PREV. CLIENTS





# No-compromise websites that convey your vision for the brand to your audience.

Our definition of “fancy” still maintains speed, accessibility, and usability.



# Standout branding that allows audiences to discover you among the crowd.

Nudge the emotional attributes people remember your brand by.

Fully Responsive Website

Web Development

Creative Direction

Content Messaging

Narrative

Visual/3D Assets

Motion Design

Logo Design

Brand Identity

ICP Identification

Content Messaging

Narrative

Visual/3D Assets

Motion Design

Brand Book

Brand Collaterals

Mockups

Icon Design

Graphic Design

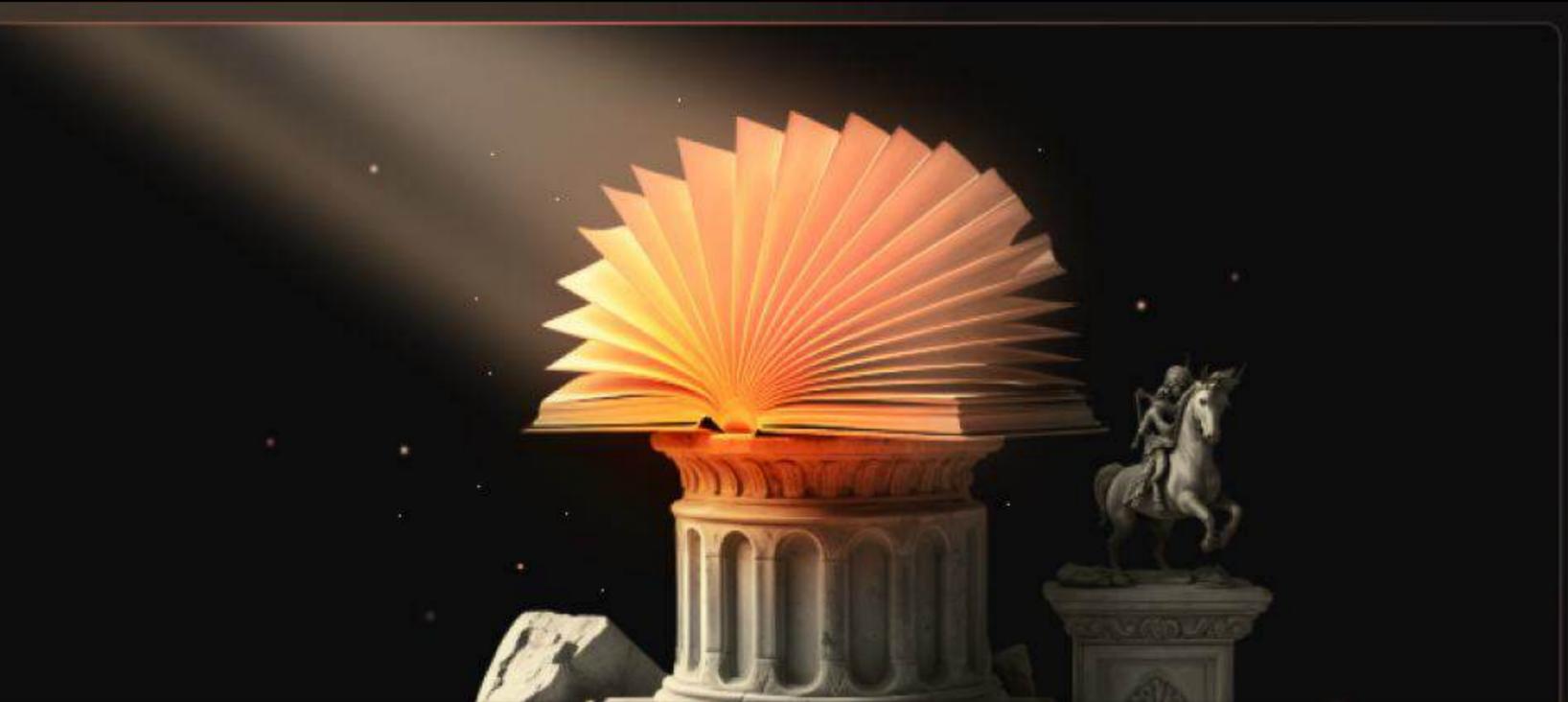
Product Teaser/Explainer

Media Management











Search for a new way to see the world.

Search Cohort...

Last on where to start? Let our featured quiz guide you.

Trending Topics and Branches.

- Stoicism
- Existentialism
- Nihilism

All Cohorts (388)

## Pushing a Page That Doesn't Exist?

Feels a bit Sisyphian, doesn't it? Let's roll back to something real.

[Return Home](#)

FROM 100,000 RATED

"This journey didn't just change how I think—it reshaped how I..."

I try to focus on effort over results. That shift has helped me a lot.

The dichotomy of control really changed how I approach my day-to-day decisions.

Where ancient wisdom meets modern challenges, these topics bridge the gap. Browse to find out how.

Topics that have resonated across time.

- Stoicism
- Objectivism
- Existentialism
- Hedonism
- View All

Objectivism champions reason and individualism, empowering individuals to shape their own existence through logic and self-reliance.

Material Mind

## Get ahead of your peers by reshaping your mindset

Live courses for actionable learnings from timeless philosophical insights.

[Explore Cohorts](#)

"A community like no other." —Tyone Graham

"Changed how I think and live!" —Jeremy Mashe

★★★★★ —Navi Pauly

Join over 2,000 participants

00:04:12:13 left

Take a 60 second quiz and find the cohort that works best for you.

Enter your email here...

FEATURED COURSES

## Discover your approach to mastering philosophy.

Top Rated | Most Viewed | New | Beginner

- An Introduction to Post-Modern Philosophy (4.3/5) — Dr. Andy Samberg
- Mastering Modern Stoicism and its Teachings (4.3/5) — Yakeshwar B
- Confronting Life's Ultimate Existence (4.3/5) — Ben Tenyson

## Join over 20,000 learners and transform your decision-making through timeless philosophy.

Enter your email here...

Get updates the earliest.

## Gain the clarity to make better decisions and the tools to live with purpose.

Enter your email here...

GET 30% OFF: 00:03:04

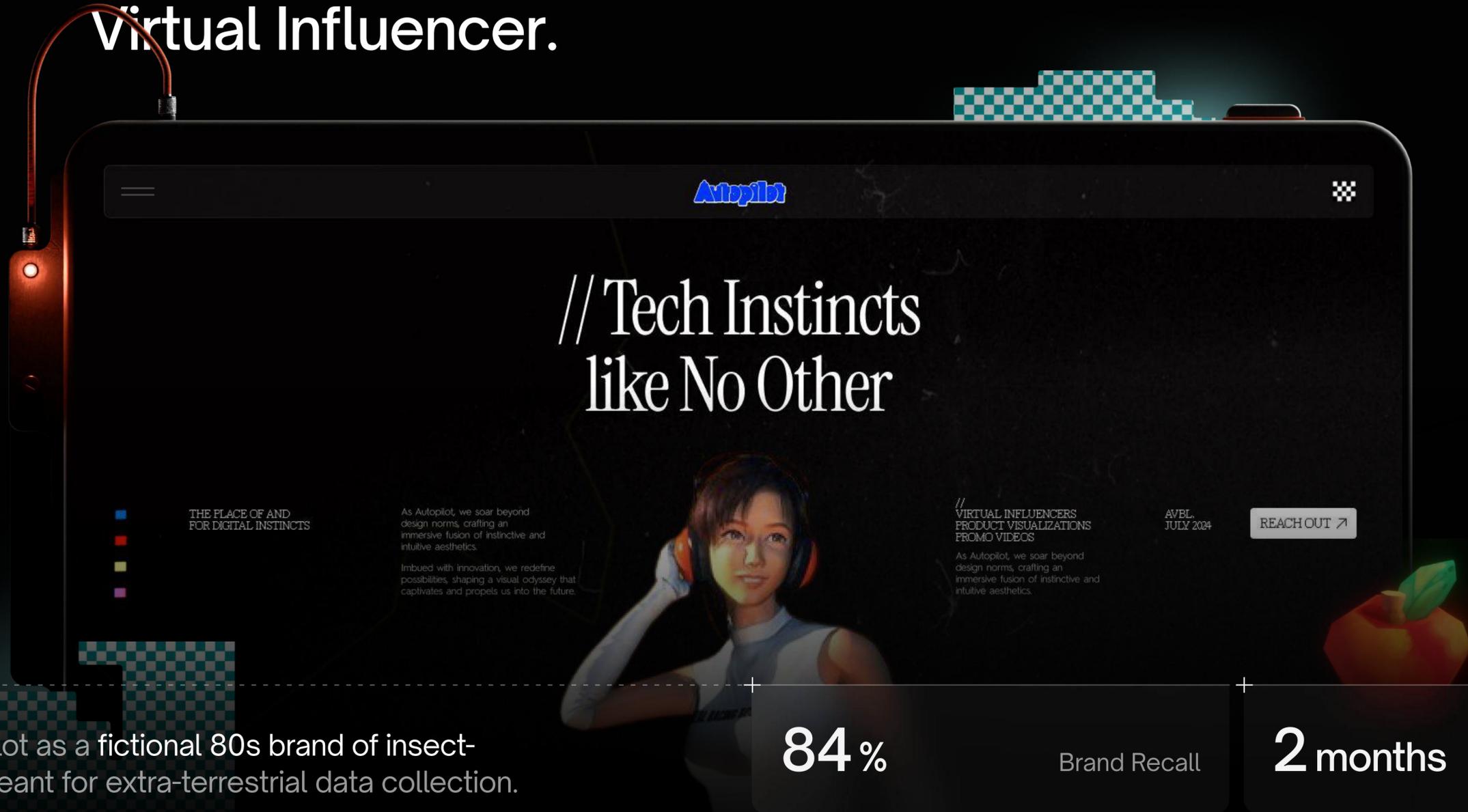






# Visual Identity and Website Design for the agency behind India's first Virtual Influencer.

- BRANDING
- EXPERIMENTAL
- WEB DESIGN



## NARRATIVE

Positioning Autopilot as a fictional 80s brand of insect-inspired robots, meant for extra-terrestrial data collection.

**84%** Brand Recall

**2 months** Completion Time







PLACE OF T

DIGITAL INSTINCTS

ROUTE ESTABLISHED

42B

WAITING FOR AUTHORIZATION

STATUS: UNSTABLE

CRUISE ITERATION DATA UNAVAILABLE

through the cosmos

its wings shimmering

We embrace nature's rhythm and order, viewing the world through a unique lens. For Autopilot, digital work is as natural as breathing, seamlessly merging technology and creativity.

COMPASS

This Typeface, with its distinct serif and pixelated design embodies the nostalgic and futuristic vision of a 1980s space agency charting extraterrestrial planets.

AUTOPILOT

0139FF BEONIC BLUE

EBEBEB NOCRETION DISK

000000 COSMIC BLACK

our drones weave the fabric of time, embodying a timeless sense of design that evolves with every moment.

WELCOME TO AUTOPILOT

BRANDBOOK

Autopilot

DIGITAL INSTINCTS

TEMPORAL DISTORTION AT SAFE LEVELS.

our drones weave the fabric of time, embodying a timeless sense of design that evolves with every moment.

TEMPERATURE: 1.000°C

RADIOACTIVITY: 2.5 BG/HR

MASS: 100 KG

RADIATION: 100 SV/HR

ENERGY INPUT: 5 X 10<sup>14</sup> J/VENT

ENERGY OUTPUT: 10 X 10<sup>14</sup> J/VENT

THORIUM CONCENTRATION: 1.5% BY WEIGHT

POTASSIUM-40 CONTENT: 0.92% BY WEIGHT

SURFACE MAGNETIC FIELD: 50 MT (MICROTESLAS)

SEISMIC ENERGY RELEASE: 1 X 10<sup>18</sup> J/YEAR

INNER BELT RADIATION: 1 MSV/HR

OUTER BELT RADIATION: 0.5 MSV/HR

URANIUM CONCENTRATION: 2% BY WEIGHT

AUTOPILOT: CHARTING THE COSMOS WITH autonomous PRECISION, INTO A symphony of exploration.

our drones weave the fabric of time, embodying a timeless sense of design that evolves with every moment.



Sometimes, just resonating with your audience is not enough.

They need the additional *push* to be CNVRTD.

Use the power of narratives when:

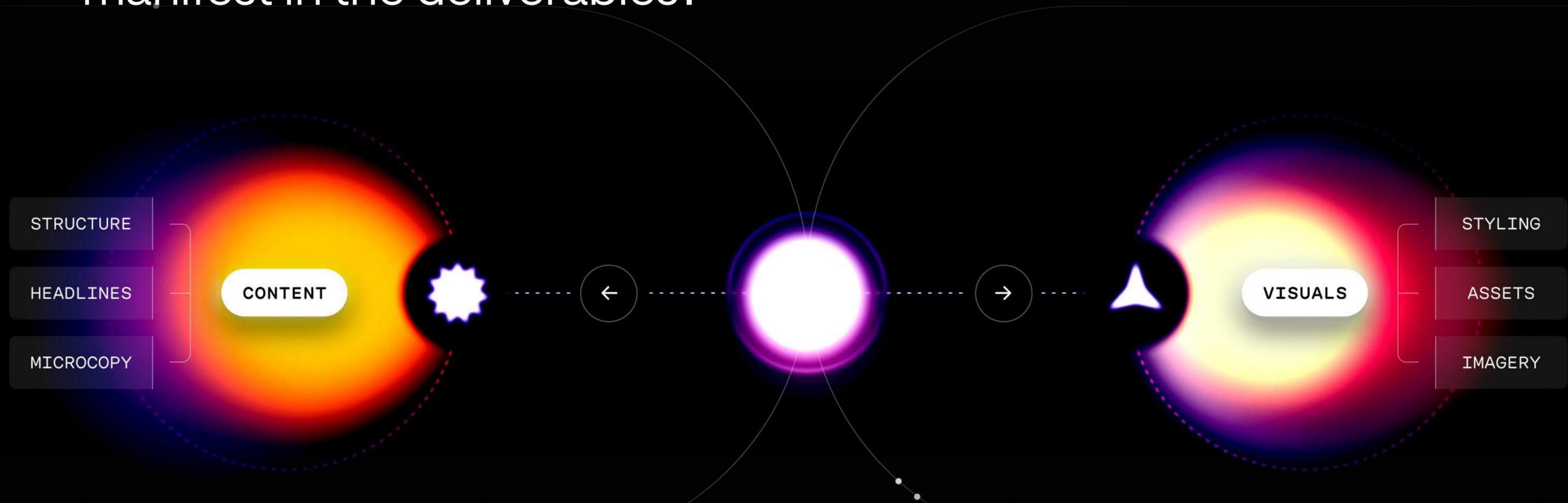
- |  |  |
|--|--|
|  <b>RECALL</b><br>Get people to remember  |  <b>ENGAGEMENT</b><br>Get people to be curious      |
|  <b>CONVERSIONS</b><br>Get people to want |  <b>EXCITEMENT</b><br>Get people to spread the word |



NARRATIVES IN PRACTICE

→ Where does the narrative manifest in the deliverables?

This mix between technical and narrative solution is dependent on the field, target audience, and the vision of the brand.



Persuasive content messaging that *resonates* with your audience.

Compelling visual messaging that enhances your *identity and engagement*.



Instinctual but *methodical.*

GATHERING CONTEXT

- Client Introduction
- Desk Research
- Competitor Audit
- Benchmarking
- Market Landscape
- Heuristic Analysis
- Metric/KPI Analysis

ARRIVING AT REQUIREMENTS

- Stakeholder Interviews
- User Archetypes
- Journey Mapping
- Semantic Analysis
- Semiotic Analysis
- Narrative Analysis
- Affinity Mapping

CREATING THE DELIVERABLES:

- Moodboarding
- Stylescapes
- AI Assets
- Illustrations/3D Renders
- Proof-Of-Concept
- Micro-Interactions
- Motion Design
- High-Fidelity Design

ASSEMBLING THE CONCEPT

- User Stories
- Jobs-To-Be-Done
- How Might We
- Brainstorming
- Narrative Ideation
- MoSCoW
- Wireframing

ITERATION AND SUPPORT

- Handoff
- Asset Pack
- Think Aloud Testing
- A/B Testing
- Content Iterations



# Witness the wall of love.



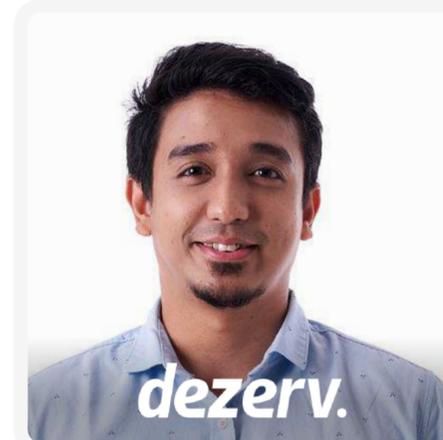
Chandan's ability to take initiative, ask questions, and understand user pain points makes him an exceptional Product Designer!

SARTHAK TRIPATHI

Chandan is a valuable asset to have on your side and is destined for great things.



Akshay Kanade  
CO-FOUNDER OF UXHACK



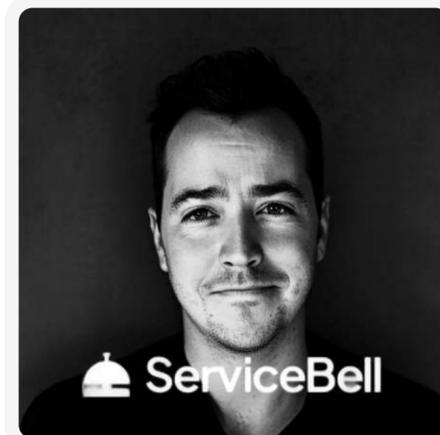
Beyond design, he understands business needs and is able to drive real impact.

SIDDHARTH KRISHNAMURTHI

Ahaan is also collaborative and a pleasure to work with. I would refer him to any startup founders looking for a modern, SaaS website!



Ali Akhtar  
CO-FOUNDER OF LETTER AI



I am confident that Ahaan's talents would greatly benefit any startup as a foundational product designer.

STEVE WITMER

Ahaan is a sharp and detail-oriented designer with a strong grasp of aesthetics and functionality.



Siddharth Krishnamurthi  
HEAD OF DESIGN AT DESERV



# The cost of business.

As we work with a variety of innovators across verticals, our pricing varies based on the scope, requirements, and novelty.



₹6L TO ₹12L

For early stage companies facing their first or second round of funding.

1 PAGE WEBSITE

BRANDING

- ✓ Landing/Marketing Website
- ✓ Logo & Branding
- ✓ Brand Book
- ✓ ICP Identification
- ✓ Content Messaging
- ✓ Visual Positioning
- ✓ 3D/Illustration Assets
- ✓ Collaterals & Graphic



₹4L TO ₹16L

For small to medium scale companies with established PMF looking to grow.

5-8 PAGE WEBSITE

- ✓ Landing/Marketing Website
- ✓ 5 to 8 Supporting Pages
- ✓ Micro Interactions
- ✓ Rive/Jitter Motion
- ✓ Theme/Narrative Concepts
- ✓ Visual Positioning
- ✓ 3D/Illustration Assets
- ✓ A/B Testing Variants







Turn your *online* presence  
into your additional *push*

hey@cnvrtlabs.com

+91 80744 90768

Book a free 15 minute consultation  
call with one of our founders.

Ahaan Iqbal  
Co-founder and Designer



Chandan Kolaparthi  
Co-founder and Art Director