Razorpay

CREATIVE TEAM RECAP 2025-26

THE SHIFT

/ Built systems instead of single creatives
/ Designed for speed, iteration, and volume
/ Merged AI with craft-led thinking
/ Extended design into brand, digital, and events

NEW DESIGN STACK

Midjourney • Nano Banana API • ChatGPT • Claude

Gemini • Kling • RunwayML • ElevenLabs • Veo 2

Topaz Labs • Suno AI • Adobe Firefly • Replit



THE WORK

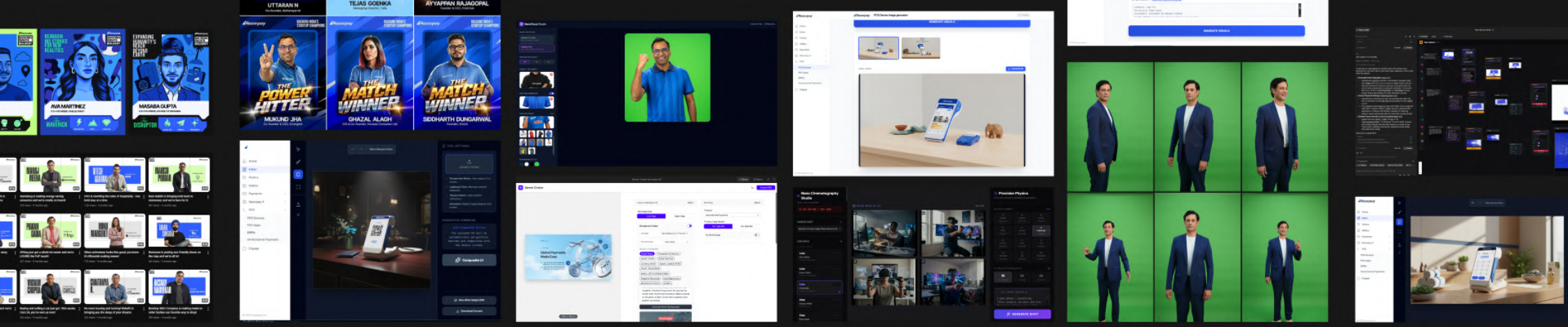
50+
product launch videos

1000+
social content assets

Craft

Automate

Scale



Blog & digital banner generator (brief → visual)
Human imagery generation and editing tool

WHAT WE BUILT

Cinematic shot generator (100+ color grades options)
Founder tribute card generator

20+
product visual automated

10x
campaign visual speed

DESIGN IN ACTION

Brief • Deepdive

Process • Impact











A FILM NOIR

DIRECTED BY RAZORPAY DESIGN

Razorpay Presents

SAVE THE CARDS

A campaign that flips the narrative on failed card payments.



Insight

20% card payment failures come from preventable customer-led errors

Razorpay CardStack helps merchants fix these frictions and recover lost revenue.

Design Brief

Speak to Product Managers and merchants , to make them solve for the lowest-hanging fruit in the card payment journey, but in a way that made them truly feel what their users go through.

Idea

Let the card itself become the voice of reason.
By personifying the card, we brought empathy and accountability together - making it easier for merchants to see the customer's pain and their own opportunity at the same time.

Art Direction

Inspired by India's love for cinema, we set the films in stark noir black & white to heighten the drama & stakes. Backend failures became human stories, shifting blame from users to product managers, by personifying the card to make invisible payment friction visible & emotional.

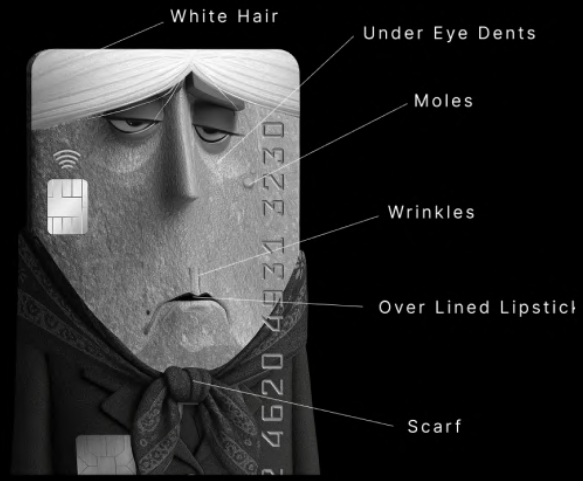


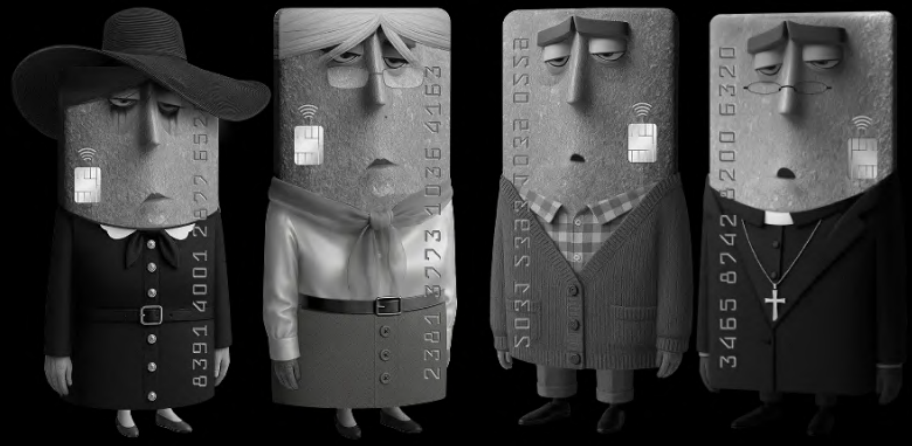
A FILM NOIR

DIRECTED BY RAZORPAY DESIGN

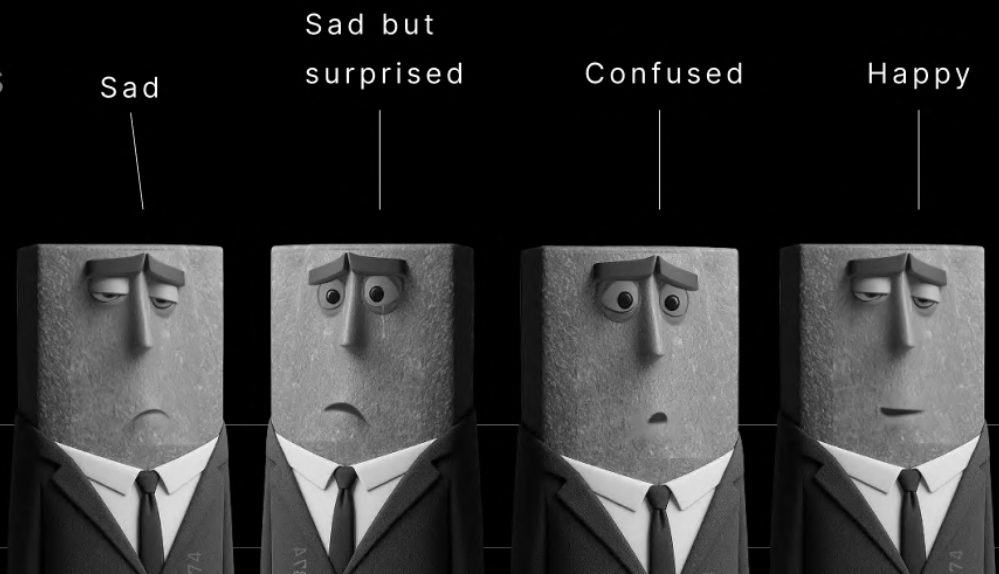
Character Styling

Styling choices like suits, scarves, and accessories reinforced individuality.





Expression Board Explorations



Unlocking AI to Turn Details into Craft

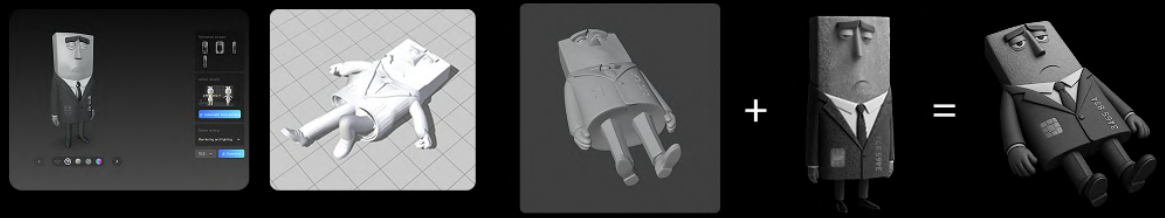
Used Midjourney and Chatgpt to design textures and surface details for the payment cards.



Leveraged ChatGPT to generate clothing ideas and styling references for characters.



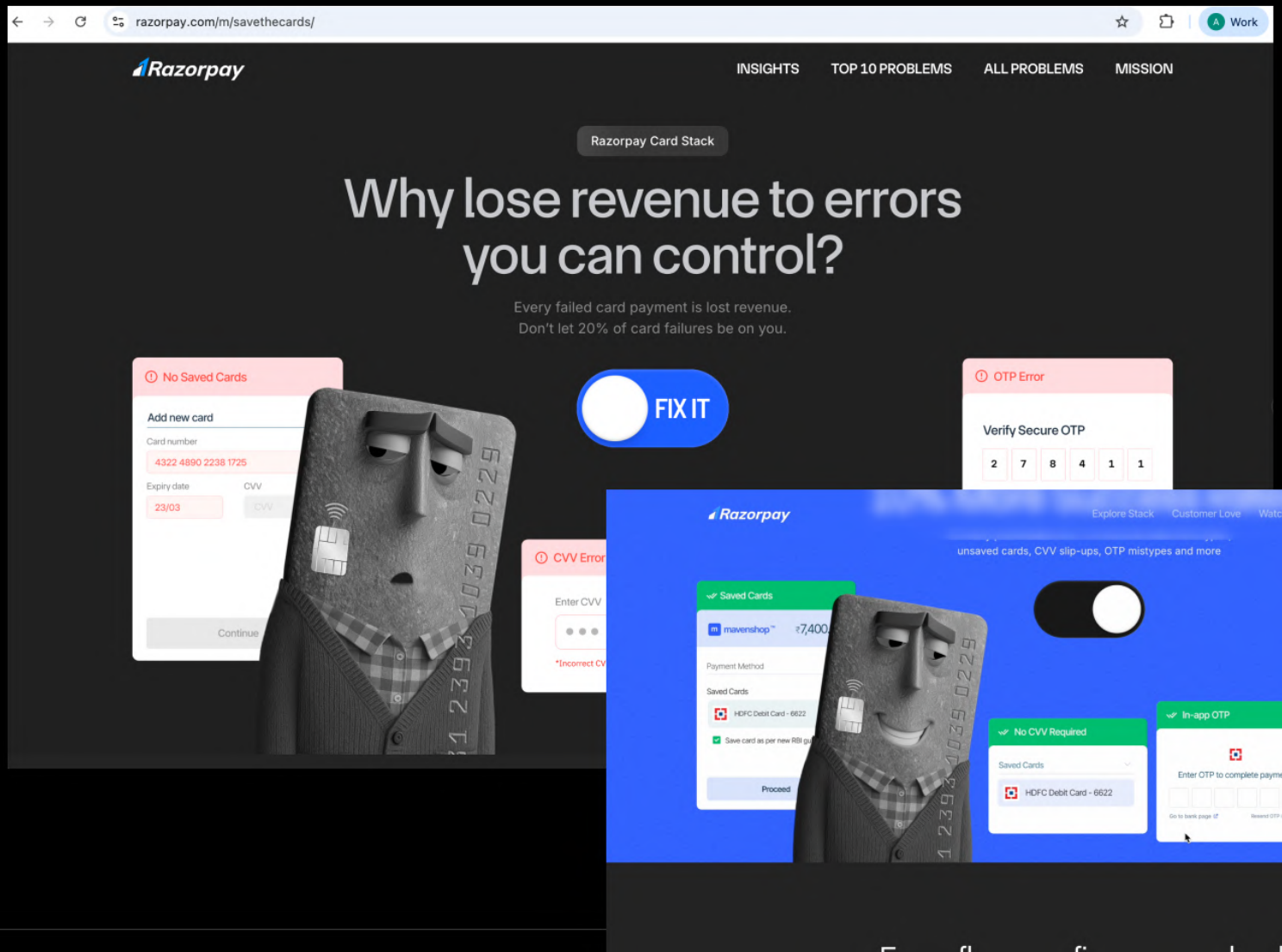
For imagining characters in different poses:
Hunyuan (AI generation)+ Mixamo (rigging & auto-animation)
Blender (refinement & adjustments) + ChatGPT (for prompt iterations & workflows)



Website

The microsite also inverted traditional fintech storytelling. Instead of celebrating technology, it dramatized human errors, treating them not as user failures, but as solvable system problems.

It shifted the narrative from: “Here’s our product.” to “Here’s the revenue you’re losing. Here’s how to get it back”, in the most fun way.
Moving away from traditional BFSI/fintech microsites that rely on static product explanations, formal language, and technical documentation, Save the Cards embraced an unexpected, playful storytelling approach to make a serious business problem impossible to ignore.
The microsite used cinematic transitions, interactive toggles, scroll-triggered animations, and emotionally relatable checkout moments by personifying the pain of ‘Cards’ to recreate the frustration users experience in real time. By making infrastructure storytelling interactive, human, and even fun, Save the Cards broke category conventions and proved fintech marketing could be as immersive, creative, and culturally compelling as any consumer brand campaign.



The Impact

7 Lakhs+
Impressions

6,435+
Product Managers reached directly

80,530+
Engagements

10,000+
New followers gained

Razorpay's
Top Post 2025
organically, within 3 months

AWARDS & FEATURED:

One Page Love

Creativefuel Presents afaqs! DIGIES DIGITAL AWARDS & CONFERENCE

SHORTY AWARDS FINALIST

#RAZORPAYBAKINGINDIASBOLDEST

Razorpay

BACKING INDIA'S BOLDEST

In IPL 2025, we didn't just launch a campaign, we sparked a movement. One that celebrates India's true gems: bold dreamers who don't just chase ambition, but inspire millions to believe in their own.



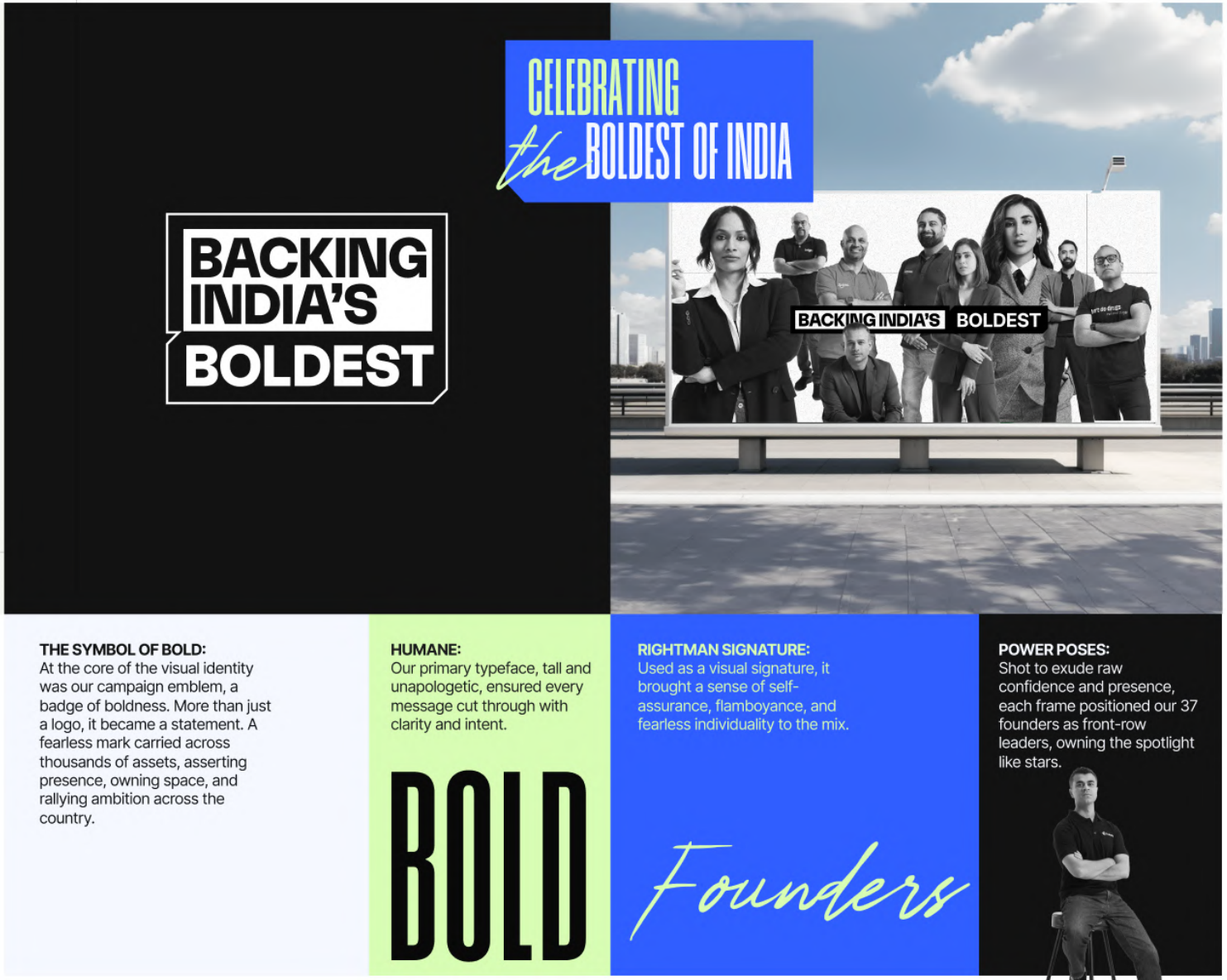


Here is what went designing Razorpay's most daring campaign branding.

Every brand has a heartbeat. At Razorpay, it pulses with ambition, courage, and relentless belief in those who dare to build. This campaign was a tribute to that spirit. With **37+ Founders** with a bold, unapologetic statement that echoed Razorpay's core: **Backing India's Boldest**

What started as a powerful spark from our masterclass marketing leadership quickly turned into a movement, fueled by strategy, craft, and an unwavering belief in the story. The outcome? A sharp spike in brand engagement, category disruption, and a campaign that didn't just speak, it roared.

Founders at spotlight our design just helped them shine throughout, From minimal use of color, line graph to the editorial layout. Every visual asset was crafted with an intention of honestly elevate essence of the campaign 'Baking India's Boldest.'

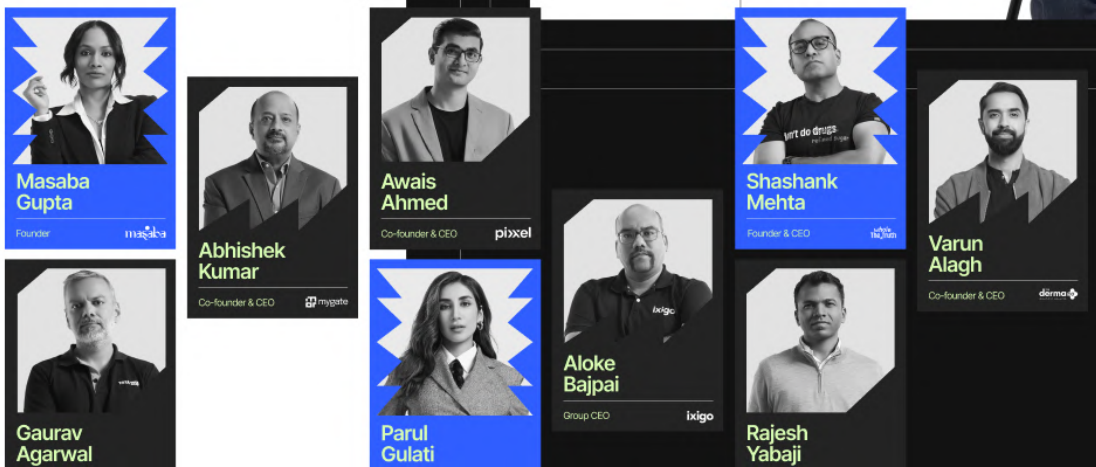


https://razorpay.com/m/bold/

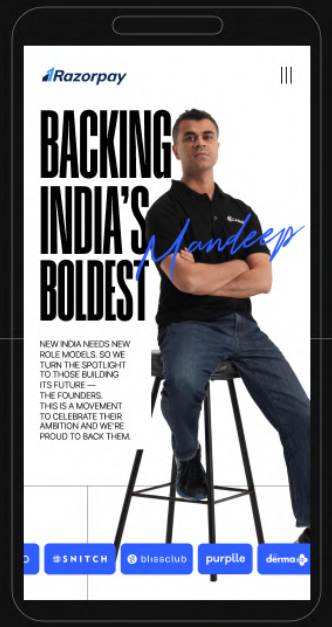
The website was designed with a true balance of functional excellence and aesthetic apeal leveraging AI to its core. With integrated testimonial, ads, and on top with our AI Tribute card the website became the engine of the movement. Buzzed with huge number of visitor creating tribute card, engaging with founders video week on week during the season the site was an absolute celebration.







AI glambots set the tone—exuding confidence, with subtle animations crafted to hook attention at first glance.



1800+

AI TRIBUTE CARDS

Our AI tribute cards was one of the key highlight to drive the campaign movement, over 1800+ cards were generated by users. The ask was simple how can we make people share spotlight to nation wide visionary, disruptor, hustlers and pioneers. The unique AI tool generate founder cards build with N8N AI workflow had capability to auto build these cards with uniquely razorpay stylized portraits, vission statement, archtype, and their quality just with few input with completely accuracy and consistancy.

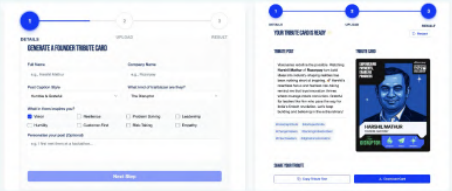
Tools

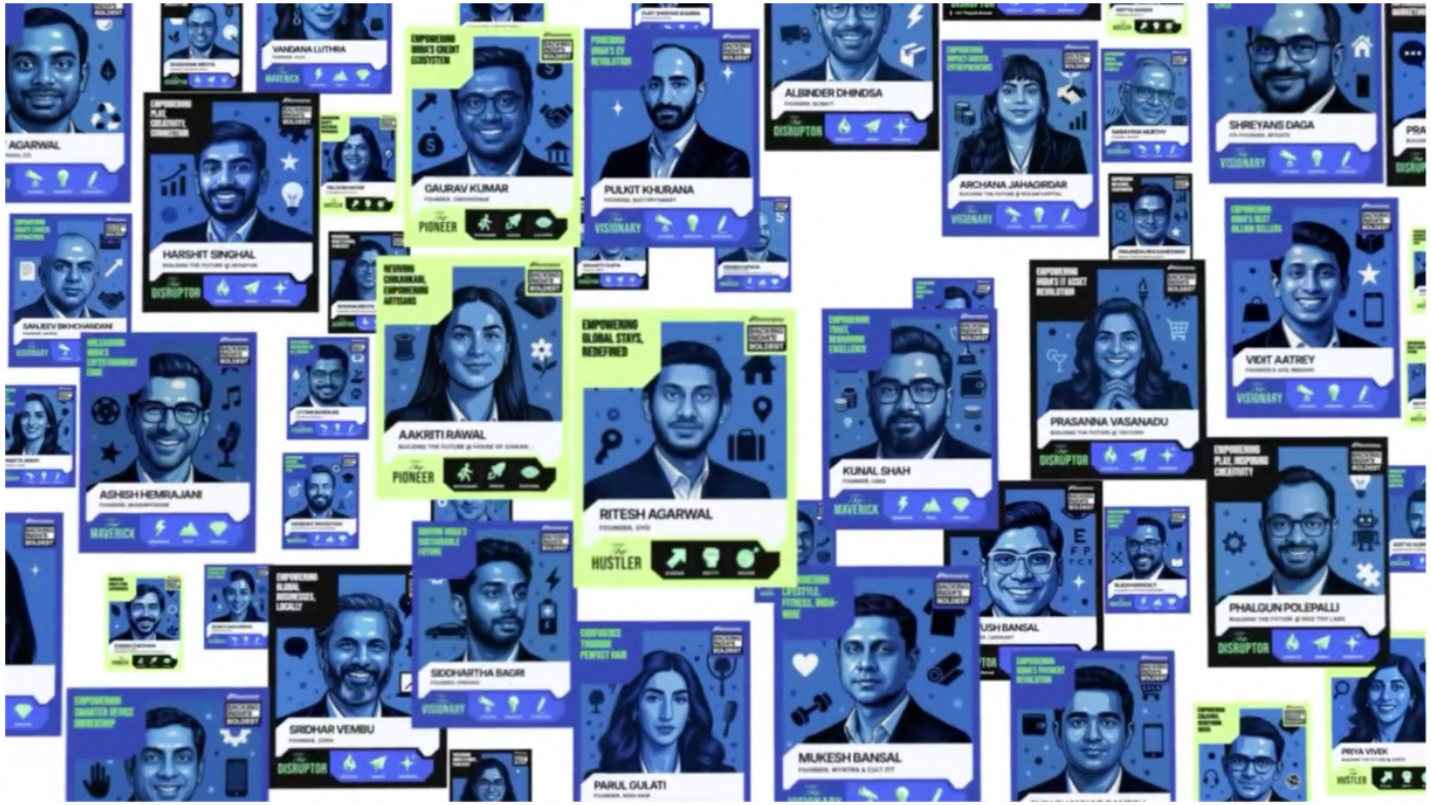
Multiple AI tools powered this fully automated pipeline:

- Lovable – No-code front-end builder to create the user interface
- Supabase – Function host for API calls and backend logic
- Bannerbear – Dynamic template engine for overlaying designs
- Programmable Google Search Engine – For fetching founder images
- Azure OpenAI – Used for content moderation, verifying designation, and generating the brand's vision text
- ChatGPT – For founder image generation from uploaded image and even when photos were unavailable

SIMPLE WORKFLOW TO GENERATE:

Add Name > Company Name > Caption Style > Choose/upload image > Select an Archetype > Generate > Share







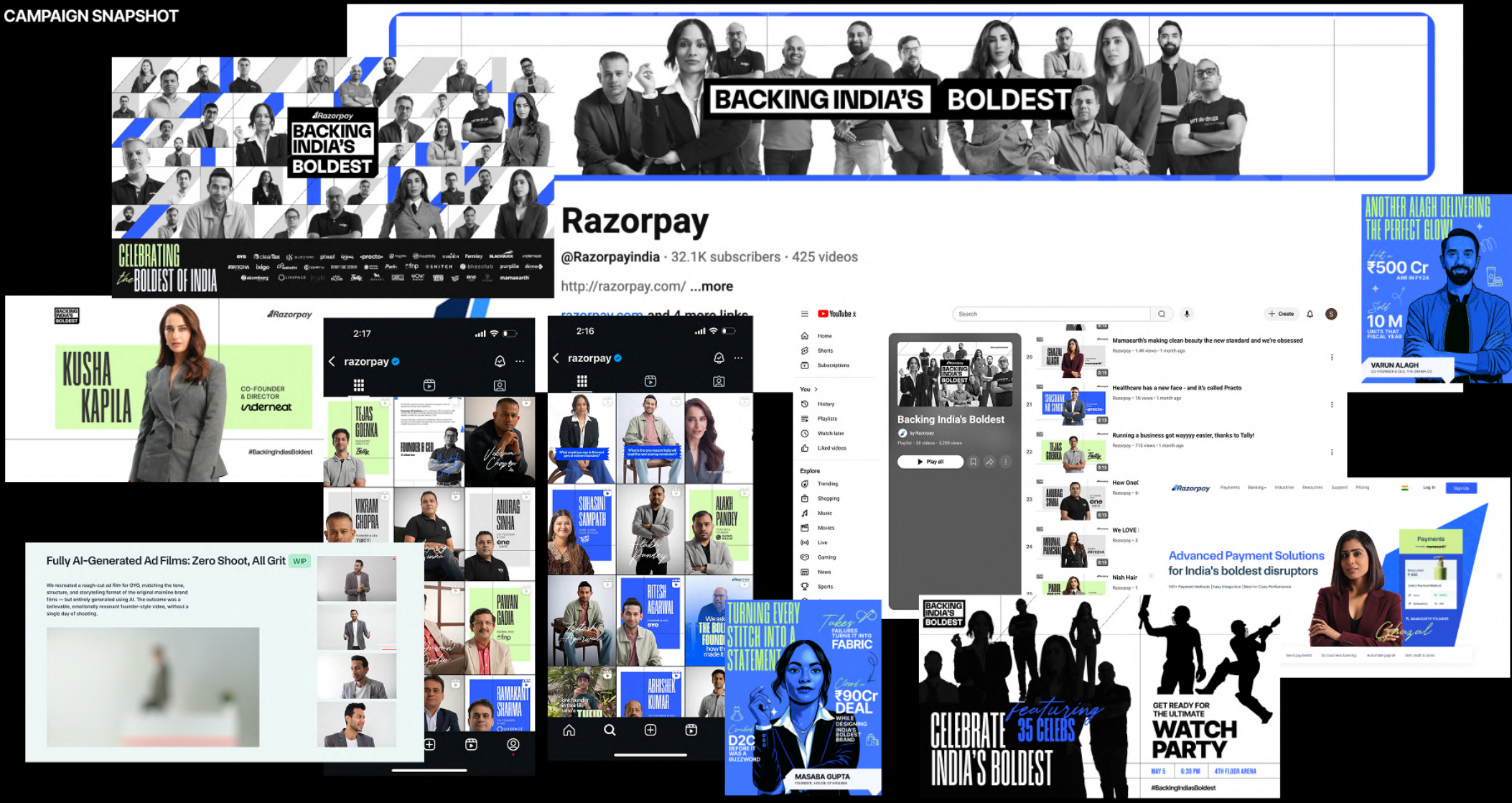








CAMPAIGN SNAPSHOT



IMPACT

WASN'T JUST BOLDEST.
IT WAS THE LOUDEST & MOST
LOVED CAMPAIGN LAST YEAR.

AWARDS & FEATURED:

One Page Love

effie AWARDS INDIA

Impressions

333M+

JioStar

315M+

Vs 265M planned impressions (118% Ach) | 135 spots |20 matches

Social (LI,X,IG)

18M+

That's 18 million times people saw founders being celebrated

Engagements

404K+

That's 4 lakh times our content was loved, shared,commented on or saved!

Earned media value

~₹1Cr*

And counting...
That's how much we would've otherwise spent for all this goodness.

(And money we NOW have for our next campaign :P)

*This is estimated basis CPM ranges as per platform benchmarks on the earned content and PR


Razorpay Presents
TRIAL OF THE CENTURY
When payroll confusion went to court.
And HR finally rested its case.
HR
A COURTROOM DRAMA
DIRECTED BY RAZORPAY DESIGN

Insight

Salary Day isn't stressful. Explaining the salary is.

For employees, it's the happiest day of the month. For HR, it's when they brace for impact.
"Why did my tax change?" "What's this deduction?"
The payslip answers what was paid, but rarely why.

Design Brief

Visualise the invisible burden of Salary Day confusion and challenge the normalization of HR dependency. Not to explain payroll, but to dramatize recurring questions and reposition the problem as a design flaw.

Idea

Put Salary Day on trial.
An animal courtroom inspired by Panchatantra turns salary queries into a theatrical conflict between HR and employees - making payroll confusion the defendant, and AI Payslip the resolution.

A COURTROOM DRAMA

DIRECTED BY RAZORPAY DESIGN

Character Selection



ChatGPT
Midjourney
Nano Banana

Every animal was selected deliberately to serve the narrative.



Porcupine / The HR

Each recurring question lands like a spike, for accumulated pressure.



Bull / The Lawyer

Embodies confrontation and force.



Elephant / The Judge

Symbol of wisdom and authority.



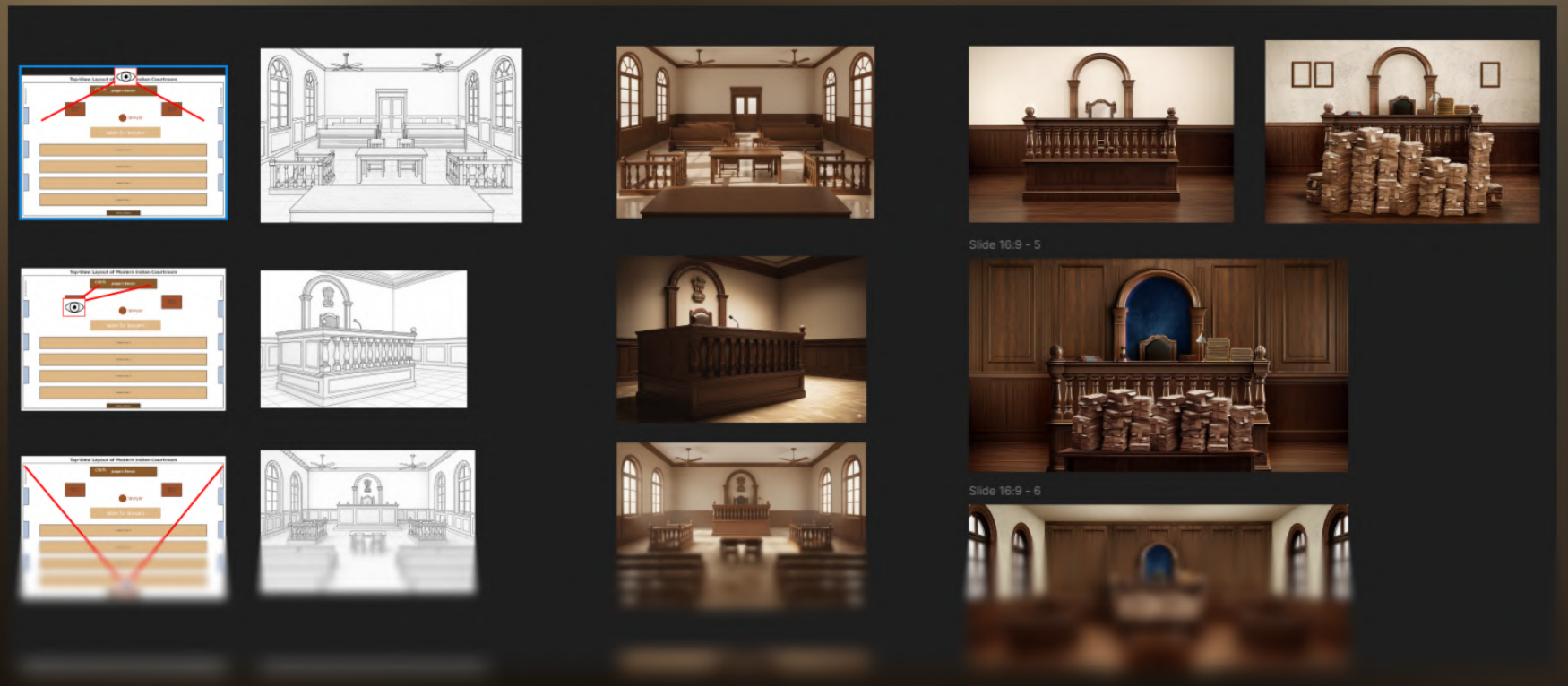
Birds / The Employees

Individually harmless, collectively loud.

Location Design

- Built courtroom map before visuals
- Locked camera positions
- Defined architecture, light, subject placement

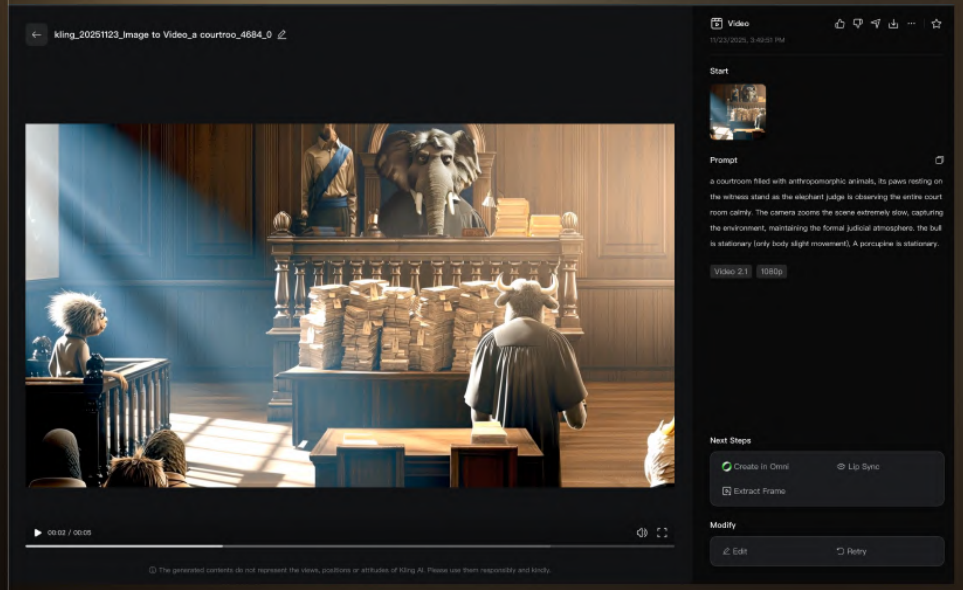
Midjourney
Google Gemini
Nano Banana, ChatGPT
Adobe Photoshop
Topaz Labs Astra



Animation & Expression

Kling, Google Veo, RunwayML for Video

Animate expressions using image + prompt.
Record voice-over, voice clone as per characters.
Regenerate with lip sync aligned to VO.
Refine until performance feels natural.

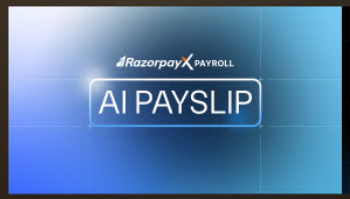


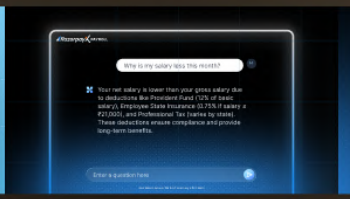


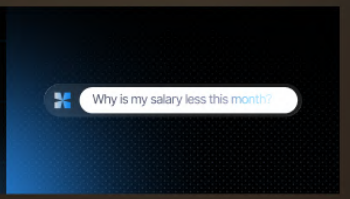
Iterations











A COURTROOM DRAMA

DIRECTED BY RAZORPAY DESIGN

The Impact

AWARDS & FEATURED:

50+ shares in WhatsApp Groups

2.1 Million Impressions

1.5 Million+ unique accounts

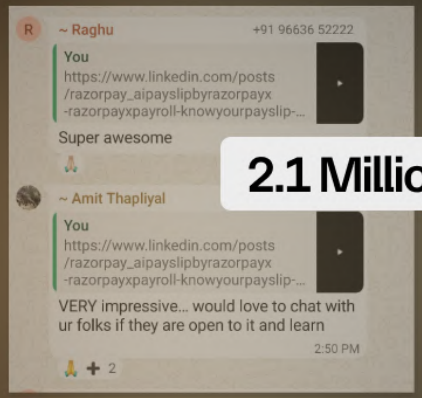
13% Uplift in leads

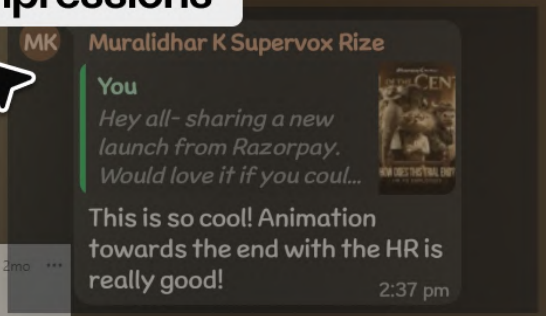
16% Surge in website traffic

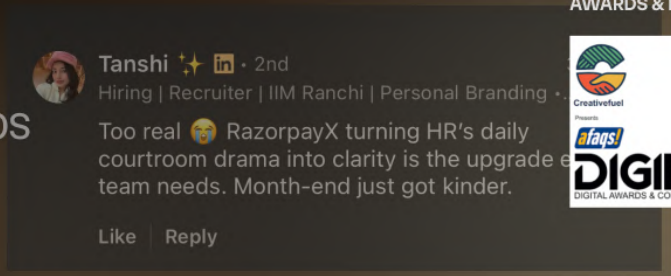
8.64% Engagement Rate

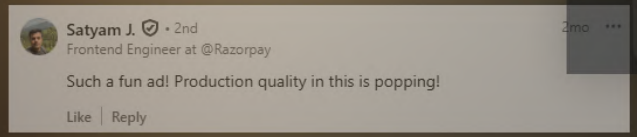
3L+ HRs reached directly

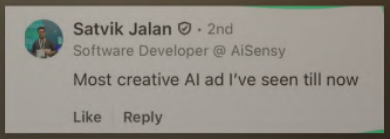
135,000+ total engagements

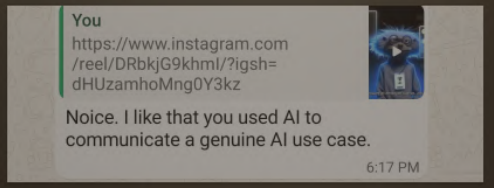


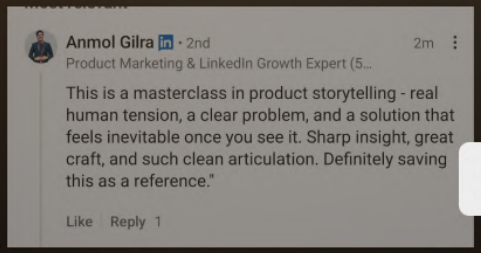


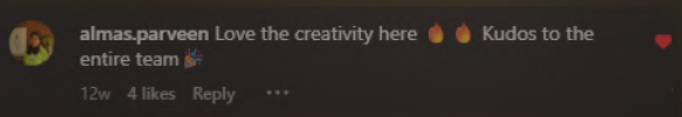


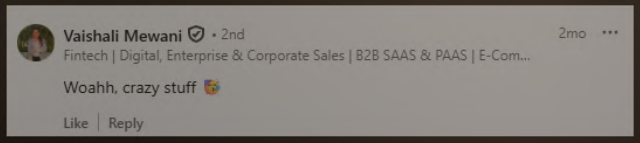








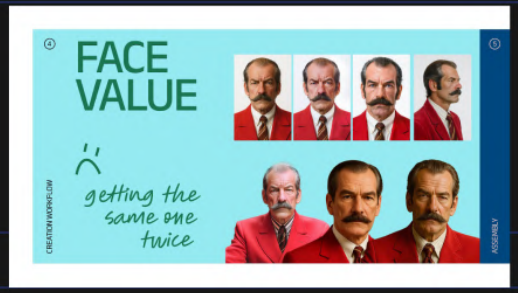





RAZORPAY PRESENTS
FLEECE INDIA COMPANY

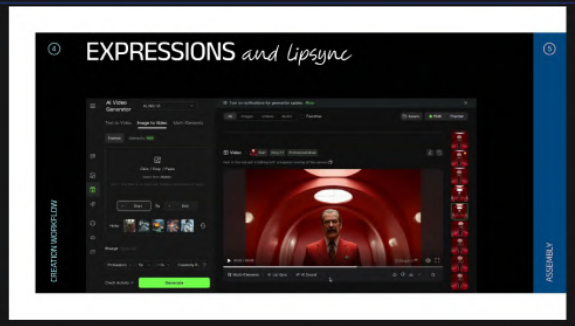

RAZORPAY
International
PAYMENTS
Indian SMEs power the world, yet lose hard-earned money to foreign payment giants.
Contextualize global Payment gateways as the evil villian, think captain Russell from Lagaan.
IDEA / INSIGHT
SCRIPT BUILDING
MOODBOARD
CREATION WORKFLOW
ASSEMBLY

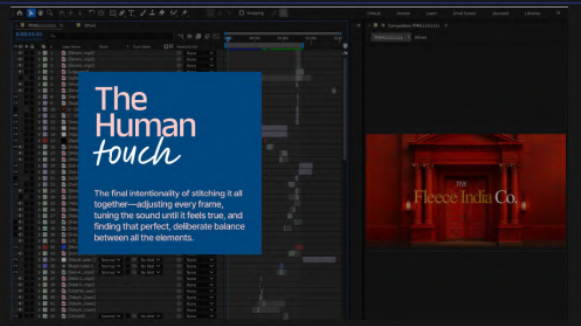

camera angle & perspective, shot size & framing, lens & focal length effects, camera movement and more
softness/contrast, light source & type, time of day & environment, direction & placement and more
run batches of generations with small changes (variations) in the text, seed, or style
art direct the spaces, the style, the texture, the color palette, the architectural era, and the mood of the entire scene
prompting the model with a fixed character seed (or omni reference), to maintain the character's consistency
describe features like flawless skin, soft contour, dramatic smoky eyes, to get the desired skin texture & look


FACE VALUE
getting the same one twice
CREATION WORKFLOW
ASSEMBLY


SCENE EVOLUTION and camera angles
CREATION WORKFLOW
ASSEMBLY


MOODBOARD
CREATION WORKFLOW
ASSEMBLY


EXPRESSIONS and lipsync
CREATION WORKFLOW
ASSEMBLY


The Human touch
The final intentionality of stitching it all together—adjusting every frame, tuning the sound until it feels true, and finding that perfect, deliberate balance between all the elements.
The Fleece India Co.


Veo
Kling
3 months ago
EVOLVING tools
EVOLVING with tools
Veo
Kling Turbo 2.5
Today

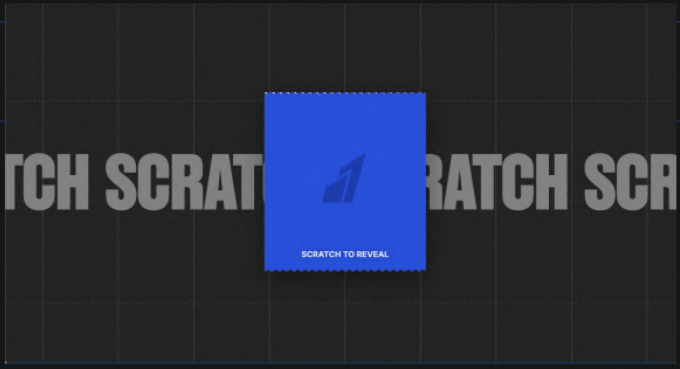
FIX MY ITCH

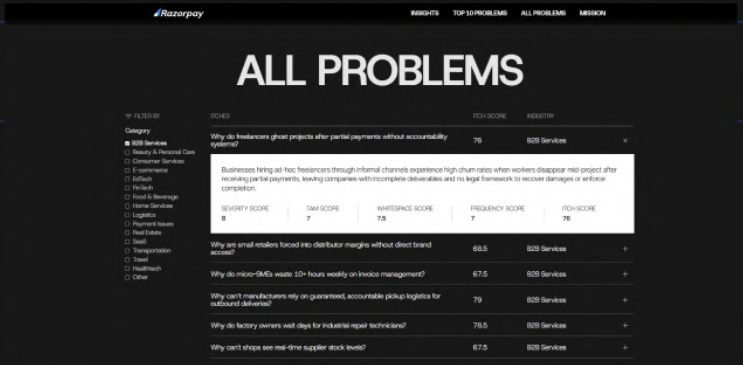
is Razorpay's AI-powered "problem-bank" that flips the startup script from "what to build" to "what to solve." Built on a Replit and Framer with a gamified scratch-to-reveal UI, the tech stack uses a proprietary AI scraping engine to crawl X and Reddit for consumer rants. It distills 50,000+ raw complaints into 15,000+ verified "itches" using custom "Itch Score" to rank market potential.













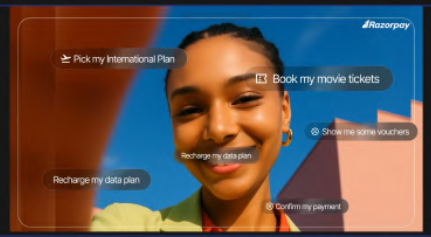
EVENTS

GLOBAL FINTECH FEST

Razorpay at Global Fintech Fest (GFF) 2025

Across launches, main stage, branding, booth, AI, landing pages, presentations, collaterals, and last-mile videos—every piece came together with precision and craft. At one of the biggest fintech platforms, the team delivered with composure, passion, and a constant push beyond the brief—creating work that truly stood out.















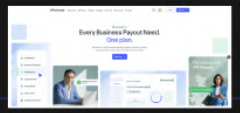
FRAMER

Razorpay Design built and operated a fully in-house Framer system - owning end-to-end landing page design and development.
Key experiences included Backing India's Boldest (One Page Love), Fix My Itch (viral), and Save The Cards (One Page Love), along with product storytelling for International Payments, UPI, and Omnichannel Payments.
AI-driven storytelling and interactive design scaled through modular systems and templatisation - enabling fast, consistent, high-quality execution.

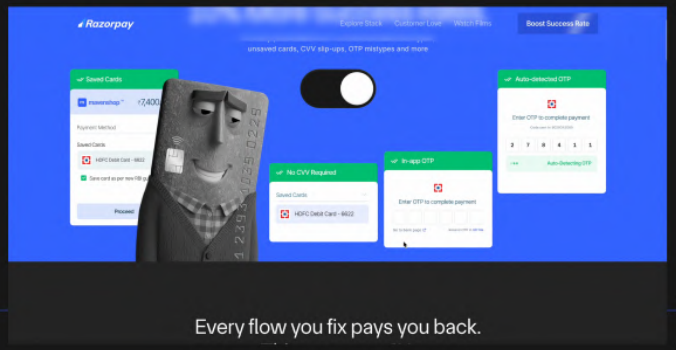






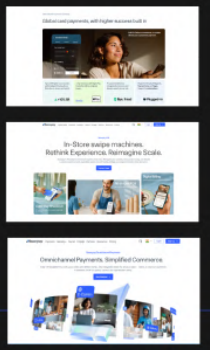












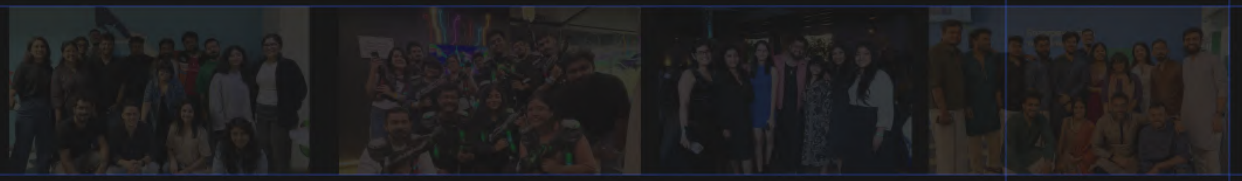
WHAT WE SOLVED

/ AI inconsistency → solved via systems
/ Scale vs quality → solved via pipelines
/ Speed vs craft → solved via hybrid workflows
/ Volume → solved via automation

THE OUTPUT

- ↗ Massive campaign scale
- ↗ High-quality creative execution
- ↗ Always-on content engine
- ↗ Strong product communication

TEAM





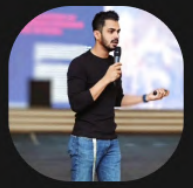
Apuarv Sethi
Senior Vice President,
Marketing



Dushyant Panda
Vice President,
Marketing



Saurabh Soni
Vice President,
Head of Design



Varun Thakar
Director,
Brand Marketing



Sourajit Sengupta
Director,
Head of Communication Design



Subhash Dawda
Senior Director,
Brand Marketing



Avantika Swarup
Associate Director,
Communication Design



Vibhor Mathur
Manager,
Communication Design



Priyank Hegde
Lead Communication Designer



Divya Lohia
Lead Communication Designer



Othniel Dutta
Lead Communication Designer



Rahul Girish
Sr. Communication Designer



Aastha Bhat
Sr. Communication Designer



Jubin V Jose
Communication Designer



Utkarsh Ranjan
Communication Designer



O.S. Aman
Communication Designer



Aadithya Narayanan
Communication Designer



Jasleen Kaur
Communication Designer



Monika Maharana
Communication Designer



Bhavika Dasgupta
Communication Designer



Ranjana H
Communication Designer



Ajay R Nath
Communication Designer



Pyukil Janwani
Communication Designer

Razorpay DESIGN