

Kulsum Mohammed

Brand, Product & Growth

Building brands, products and marketing systems for startups

 [Portfolio](#)

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 Bengaluru, India

Brand, product and growth leader with experience building early-stage startups from zero to scale. I work across brand strategy, product marketing, websites, design systems, content, and go-to-market to help complex products become simple to understand and easier to adopt. Proven experience scaling products to \$2M+ ARR, 100K+ users, launching brands from scratch, and building marketing systems that drive measurable business growth

Achievements

- Scaled a startup from 0 to \$2M+ ARR
 - Acquired 100K+ users in five months
 - Grew Tylt to 500+ DAUs and \$25K+ daily TPV
 - Generated 35+ qualified inbound leads through Tylt's website in 2 months
 - Grew Tylt LinkedIn from 500 to 1,000+ followers organically in one month
 - Built 4+ digital products and brand ecosystems from scratch
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Core Expertise

Brand Strategy
Product Marketing
Go-to-Market Strategy
Website Design (Framer)
Product Design
Content Strategy and SEO
Lifecycle Marketing
AI Workflows
Cross-functional Leadership

Education

BBD University

2011-2015

Bachelor of Technology
Civil Engineering

TLX Labs (Tylt)

Brand, Design & Growth Consultant

Jan 2026 – Present

- Partner closely with the founders to shape Tylt's brand, product communication, website, and organic growth strategy.
 - Led the redesign and continuous evolution of the Tylt website, generating 35+ qualified inbound leads organically while attracting 3.7K+ website visitors in the last 90 days.
 - Built and executed Tylt's LinkedIn strategy, growing the company page from 500 to 1,000+ followers organically in one month through founder branding, educational content, and company storytelling.
 - Create product demos, launch videos, reports, sales collateral, and marketing assets that simplify complex stablecoin infrastructure for business audiences.
 - Build consistent brand systems, messaging, and creative assets across product, website, marketing, and sales while leveraging AI to accelerate research, design, content, and creative production.
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TLX Labs (Tylt & TradingLeagues)

VP of Brand, Product & Marketing

Oct 2023 – May 2025

Worked across Tylt (Stablecoin Payments) and TradingLeagues (Gaming)

- Built Tylt's brand, website, product experience, and go-to-market strategy from the ground up, growing the product to 500+ daily active users and \$25K+ daily transaction volume within the first 60 days.
- Designed and launched Tylt's complete digital ecosystem including the website, product UI, dashboards, blog, sales collateral, launch videos, and customer-facing marketing assets.
- Defined product positioning, messaging, onboarding journeys, referral programs, SEO content, and lifecycle marketing while partnering closely with product, design, and engineering teams.
- Built Tylt's SEO content infrastructure including guides, glossary pages, and educational resources, increasing organic search impressions by 5x.
- Led TradingLeagues' brand, product marketing, and go-to-market strategy, helping scale the platform to 100K+ user sign-ups in five months, 2K+ daily paying users, and \$2M+ ARR.
- Grew the TradingLeagues Discord community from 0 to 10K+ members, while leading influencer campaigns, CRM, regional content, and offline activations.
- Recruited and managed a 50+ member supplier and customer support network, building operational systems, reporting dashboards, and merchant workflows.

Basis

Graphic Designer

Jan 2023 – Sep 2023

- Designed product interfaces, landing pages, marketing campaigns, pitch decks, and editorial assets for a fintech startup across web and mobile.
 - Simplified complex financial products into intuitive user experiences while collaborating closely with product, marketing, and engineering teams.
 - Produced motion graphics, product videos, email campaigns, and performance marketing creatives while supporting rapid A/B testing.
 - Led the visual refresh of the company's social presence, increasing Instagram engagement by 40%, and built a reusable design system that improved consistency across marketing channels.
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Creative Vision Studios

Founder

May 2021 – Present

- Founded a boutique creative studio delivering branding, websites, UI/UX, content, and marketing design for startups, creators, and D2C brands.
- Delivered 40+ client projects spanning brand identity, packaging, websites, social media, product design, and digital campaigns.
- Built scalable brand systems, design libraries, and creative processes that helped clients maintain consistency across digital and print touchpoints.
- Directed video production, motion design, storyboarding, and campaign creative while managing projects from strategy through execution.
- Today, Creative Vision Studios operates as a selective independent practice, where I take on a small number of projects alongside my full-time leadership and consulting roles.