

GEET PARMAR

MY WORK

WEBFLOW
& CREATIVE DEVELOPER

geet@atomicdesignz.com

// MY OBSESSION

I turn digital chaos into websites that feel like they've always belonged. Fast, friendly, and a joy to use.

// INDEX

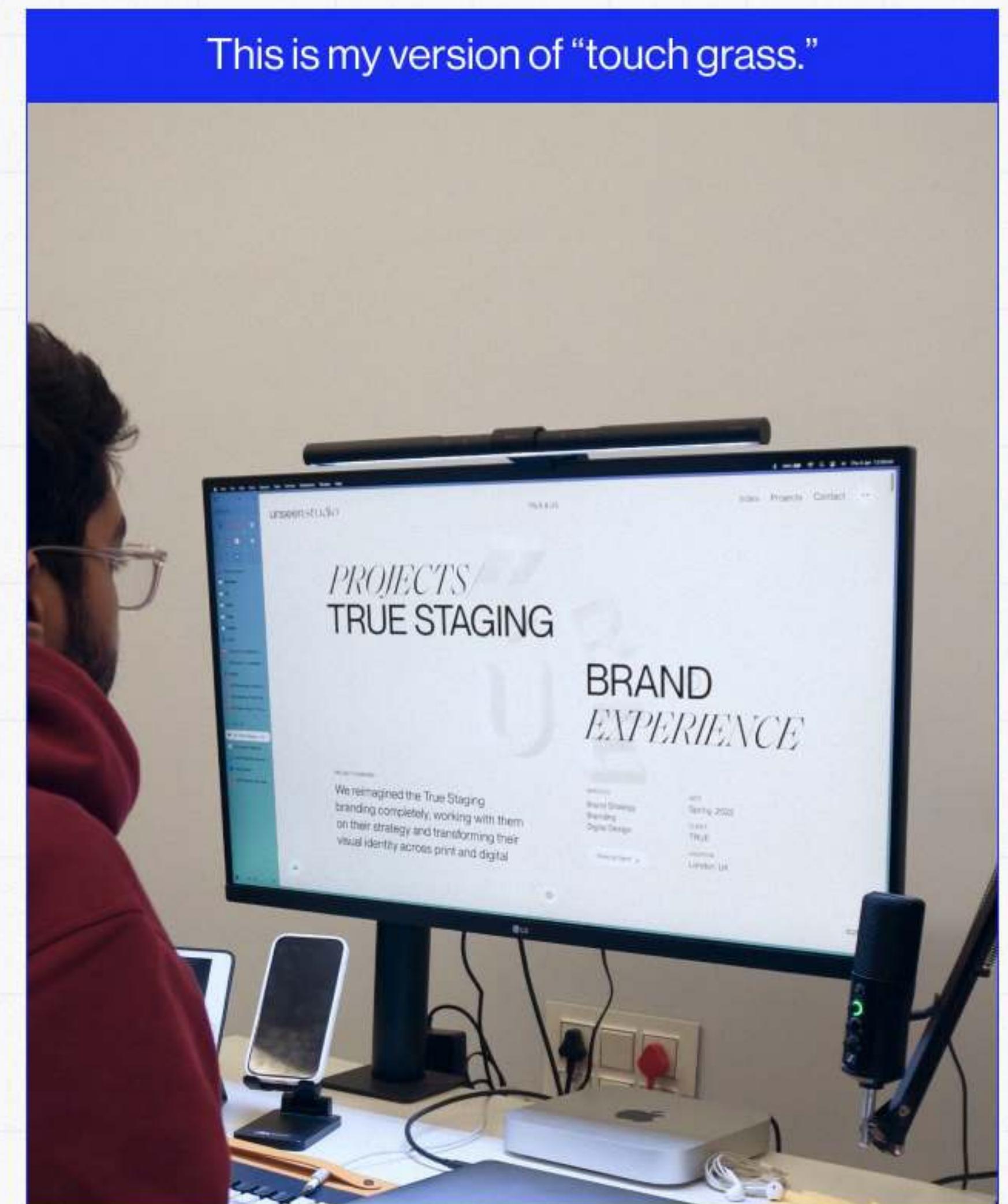
[] ABOUT ME

[] CAPABILITIES

[] PROCESS

[] CASE STUDIES

This is my version of "touch grass."



// ABOUT ME

Hello!

I'm an artist at heart. Code is just my way of telling stories.

I build websites that feel alive.

I've been obsessed with digital storytelling since 2019. Back then, I loved websites that had soul but didn't know how to make them.

Webflow changed that. My first project was for a friend's NGO in rural India. Watching their story come to life online hooked me completely.

Now I work with founders and studios to turn chaos into clean, creative sites. I build fast, think like a designer, and live for that moment when someone sees their vision perfectly executed.

Very awkward ehe



CAPABILITIES AND SERVICES

// CAPABILITIES AND SERVICES

WEBFLOW DEVELOPMENT



- ↳ PIXEL-PERFECT BUILDS FROM FIGMA DESIGNS
- ↳ MOBILE-FIRST RESPONSIVE DEVELOPMENT
- ↳ PERFORMANCE OPTIMIZATION BUILT-IN
- ↳ SEO FOUNDATION SETUP
- ↳ ANALYTICS INTEGRATION

CREATIVE DEVELOPMENT



- ↳ GSAP ANIMATIONS THAT DON'T SLOW YOUR SITE
- ↳ INTERACTIVE EXPERIENCES WITH THREE.JS
- ↳ CUSTOM JAVASCRIPT FOR UNIQUE INTERACTIONS
- ↳ WEBGL AND SHADERS

MAINTENANCE & SUPPORT



- ↳ WEBFLOW TRAINING FOR YOUR TEAM
- ↳ ONGOING UPDATES WITH FLEXIBLE RETAINERS
- ↳ DOCUMENTATION AND CLEAN HANDOFFS

MY PROCESS

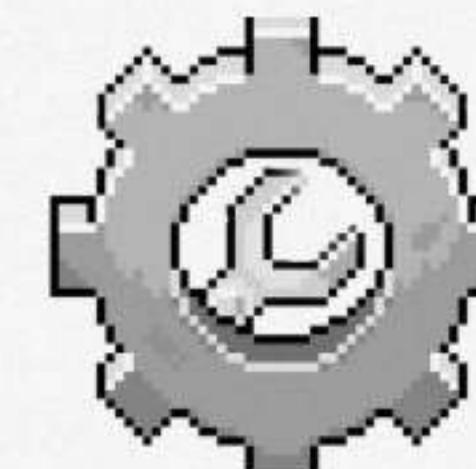
Process keeps projects clear, fast, and drama-free. For you, that means no guessing, no chasing, and no "where are we at?" messages.



DISCOVERY CALL

// NO ASSUMPTIONS. JUST CLARITY.

We align on vision, audience, and tech. I collaborate with your team from day one. No guesswork, no jargon.



SYSTEM DESIGN

// BUILD LIKE LEGO, NOT JENGA.

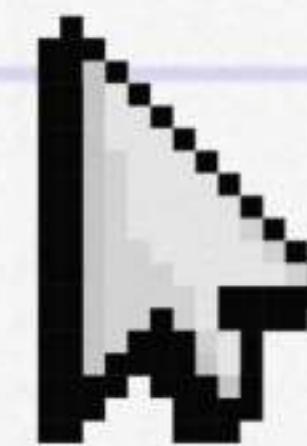
Before touching Webflow, I map the architecture. Class names, CMS, the whole system. Think components, not chaos.



COMPONENT LIBRARY

// EVERY BLOCK HAS A PURPOSE.

I build a scalable set of components and patterns designed for reuse, growth, and clean handoffs.



CUSTOM INTERACTION LAYER

// CLEAN STRUCTURE, WITH MOMENTS OF JOY.

Add light touches of joy with animations, hover states, and motion. Powered by GSAP, native Webflow, or clean custom code.

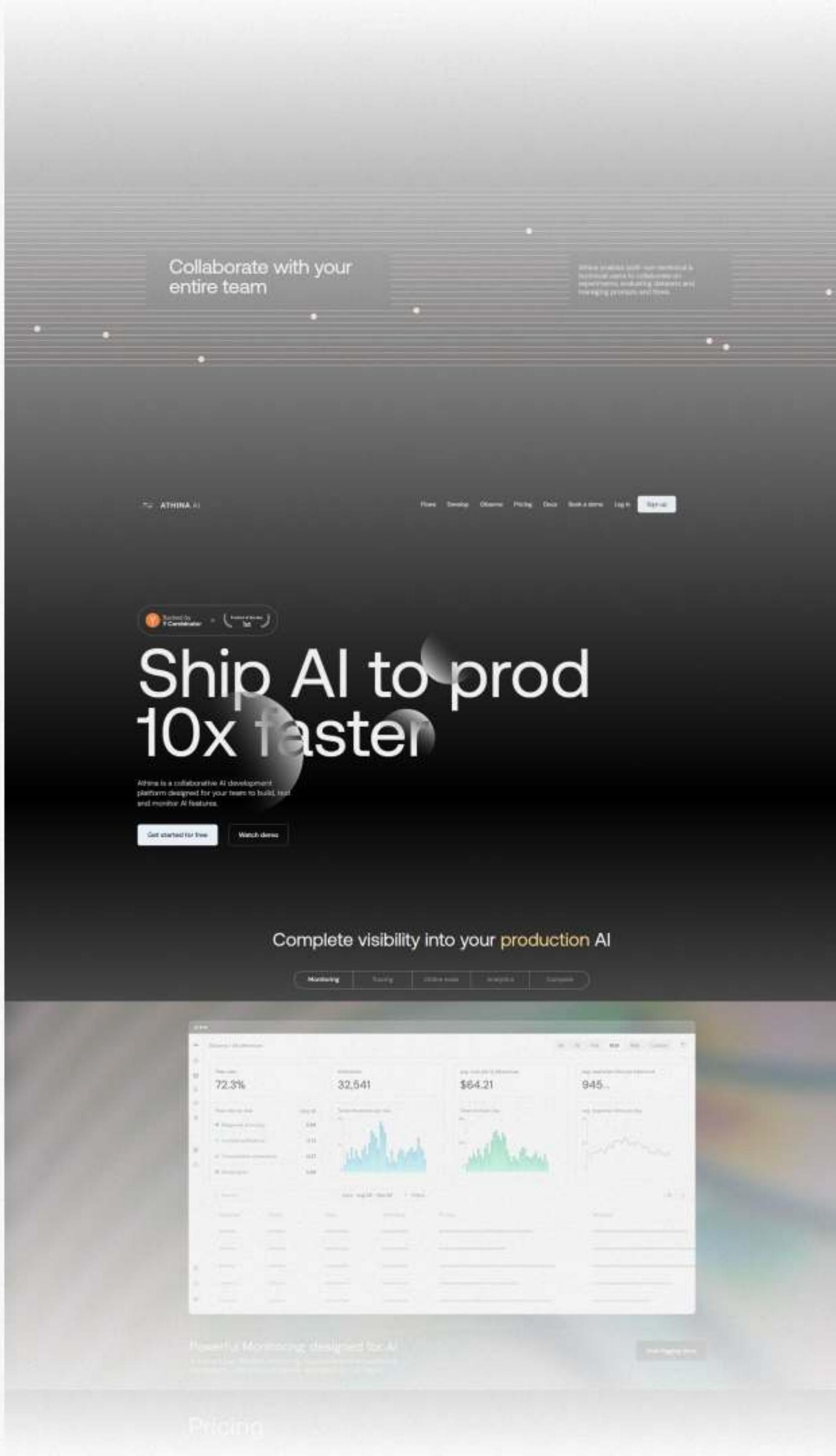


QA+HANDOFF/SUPPORT

// LAUNCH ISN'T THE END. IT'S JUST THE HANDOFF.

I test, tune, and deliver clean assets, documentation, and support so your team can run with it confidently.

CASE STUDIES



{ATHINA.AI}

//WEBSITE DEVELOPMENT FOR A YC AI STARTUP

CLIENT

Athina.ai

SERVICES

Webflow Development
GSAP Animation
p5.js Custom Visuals
CMS Integration

COLLABORATORS

Internal design team (branding + UI provided)

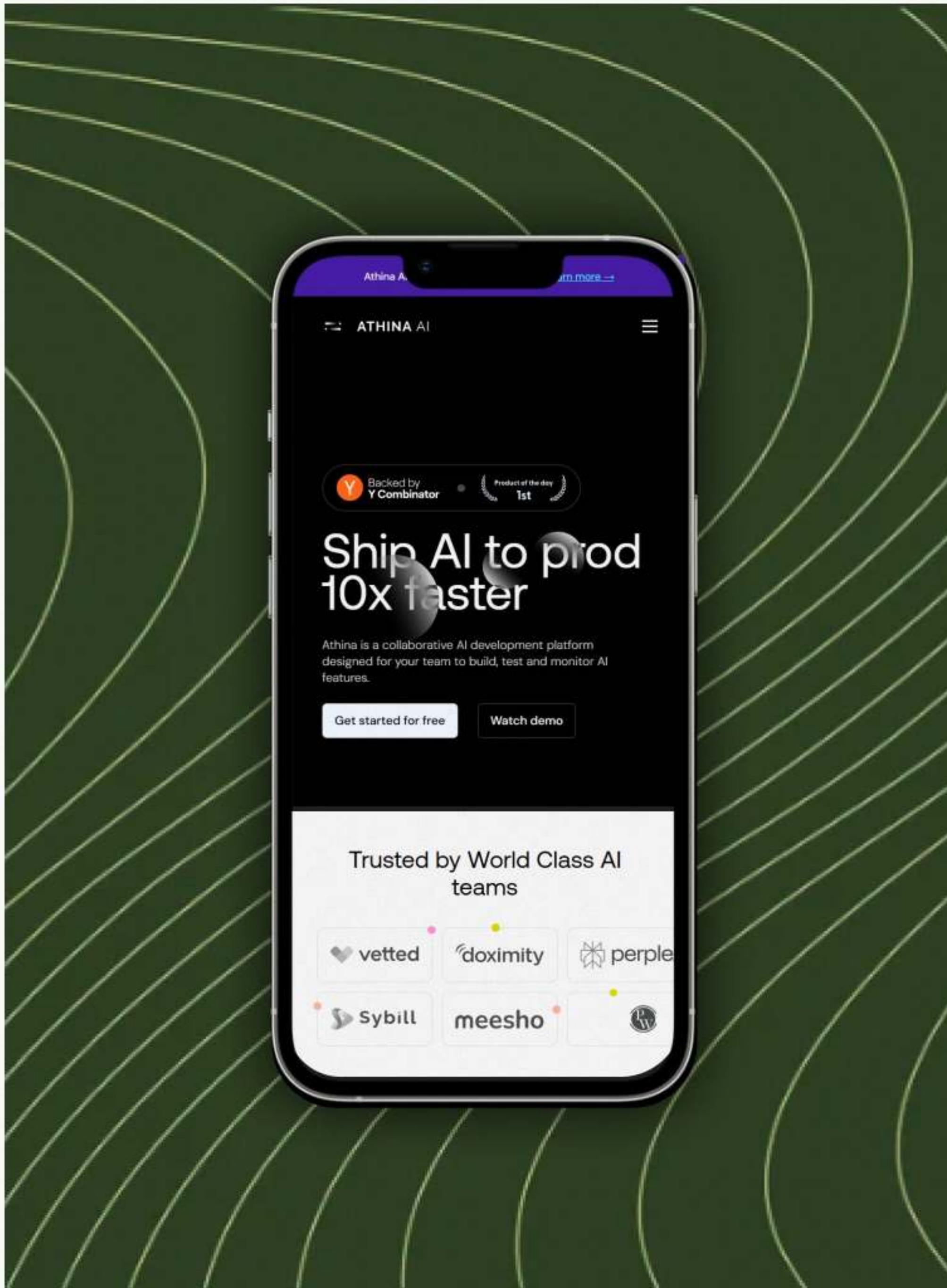
MISSION

To launch a high-impact marketing site in under 7 days that matched Athina's new brand and help them stand out before a major investor pitch.



{athina.ai

See live site



The image shows a web browser displaying the Athina AI platform. The interface is dark-themed with white and light-colored text. At the top, there is a navigation bar with tabs for 'Dataset', 'Metrics', and 'Jobs'. Below the navigation is a search bar and a 'New dataset' button. The main content area is divided into several sections: 'Dataset description' (with a text input field), 'QA metrics' (with a table showing 'QA metrics' and 'QA responses' for a dataset named 'qa_responses'), 'Evaluate' (with a heatmap showing 'Model Similarity' and 'Self-similarity' for a dataset named 'qa_responses'), and 'Evaluations' (with a table showing 'Self-consistency' and 'Answer Similarity' for various datasets). At the bottom, there are buttons for 'Prompt', 'Evaluate', 'Experiment', 'Annotate', and 'Prototype', along with a 'Watch demo' button and a note: 'Evaluate your datasets using 50+ preset evals, or configure custom evals.'

The image shows a web browser displaying the Athina AI platform from the perspective of a 'Data Scientists'. The interface is dark-themed with white and light-colored text. The top navigation bar includes 'Dataset', 'Metrics', and 'Jobs'. The main content area is titled '01 Data Scientists' and features a 'Work with your Data' section with a subtext: 'Compare datasets side-by-side and interact with your datasets in powerful ways using SQL.' Below this is a 'Explore documentation' button. To the right, there is a detailed view of a dataset named 'qa_responses'. This view includes a 'Run query' section with a SQL query, a 'DRAFT' section with a 'content' table showing a bar chart, and a 'Responses' section with a table showing rows of data. At the bottom, there are sections for '02 Product Manager', '03 QA Team', and '04 Engineers'.

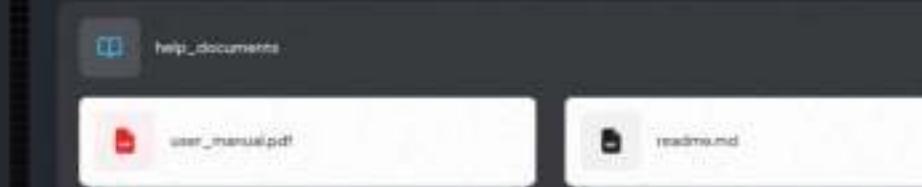
Turn your ideas to deployed pipelines in minutes

All the tools you need. Built for speed. Designed for scale.

Access all major LLM providers
Find the right model for your use case



Use your documents as the source of truth
Upload your documents to instantly create a vector database for smarter, context-aware pipelines



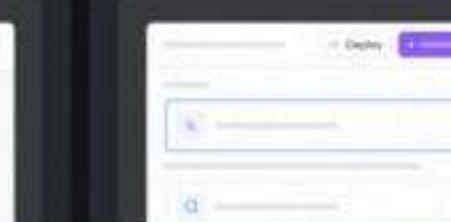
Access any third party API
Connect to any API with minimal setup



Write custom code
Combine the power of code with pre-built blocks



Deploy with one click
Integrate Flows with your application with ease



Connect your existing tools
Integrate with your favorite tools in your pipelines



Your data, your rules

Athina ensures full data privacy with fine-grained access controls and deployment in your cloud environment.

[Book a demo](#)

Access controls

Configure fine-grained permissions so you can control which users can access different features and data.

Self-hosted Deployments

Deploy Athina entirely in your own VPC.
Complete data privacy.

SOC-2 Type 2 compliant

Athina is compliant with SOC-2 Type 2 standards, ensuring that your data is secure and protected.

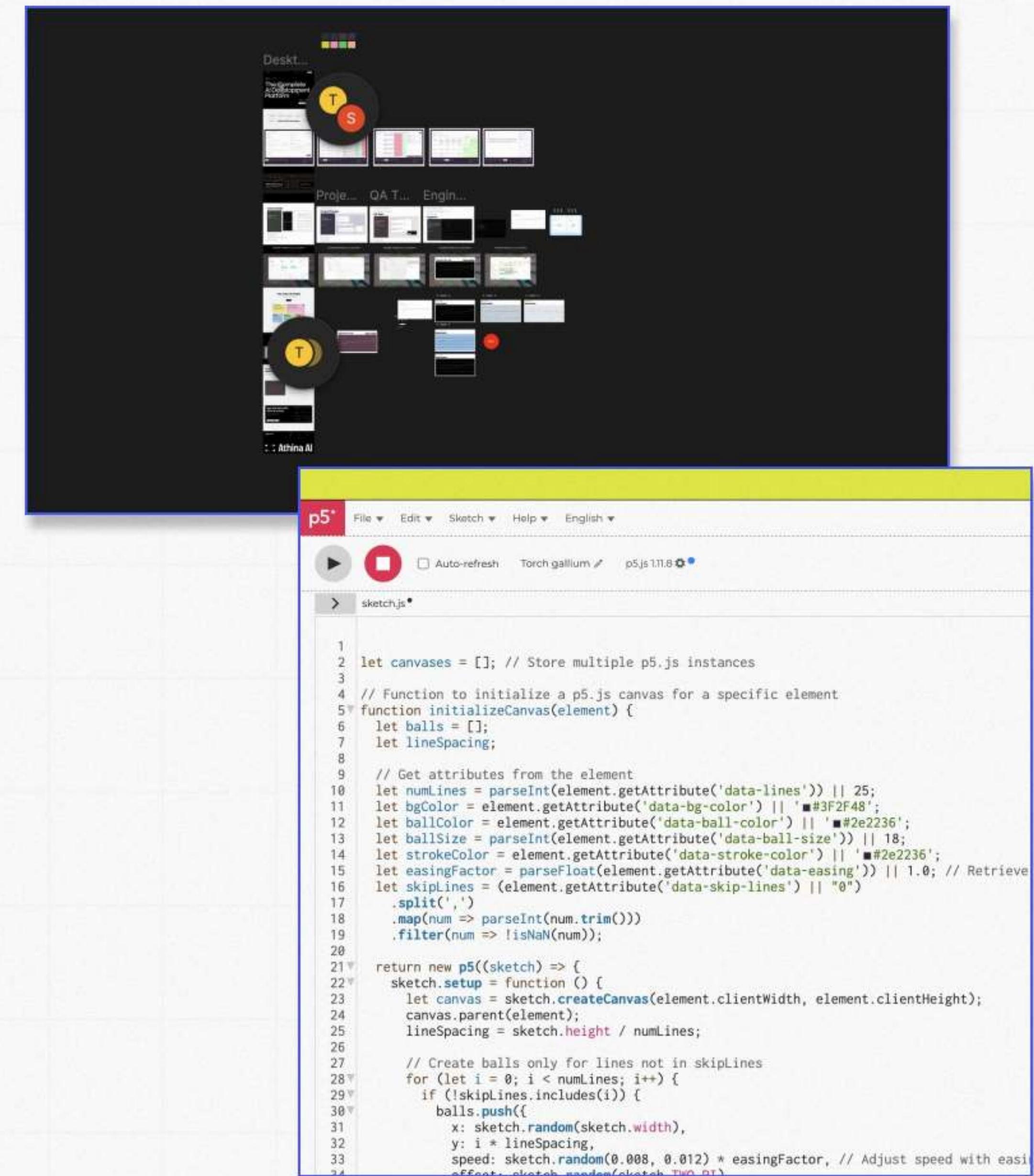
Use custom models

Access custom models and providers like Azure OpenAI, AWS Bedrock, and more.

//PROCESS HIGHLIGHTS

Managed tight timelines with clear, async communication inside a messy-but-effective Figma file.

Used p5.js editor for fast prototyping of animations and patterns.



//IMPACT

The site helped Athina AI secure their next **\$3M FUNDING** round.

The clean structure and premium motion design helped position their product as enterprise-ready and impressive to investors.

 **Shiv Sahuja** · 2nd
Co-founder, Athina AI (YC W23) | Ex-Google, YC
[Visit my website](#)
8mo · Edited · 

[+ Follow](#) ...

Super excited to share that **Athina AI (YC W23)** has closed a \$3M seed round!

This is a major milestone in our mission to enable teams to build production-ready AI applications and agents.

AI will be used in every software product in the next 5 years—but building production-ready AI is very hard. **Athina AI (YC W23)** helps teams collaborate to build, test and monitor AI applications for production.

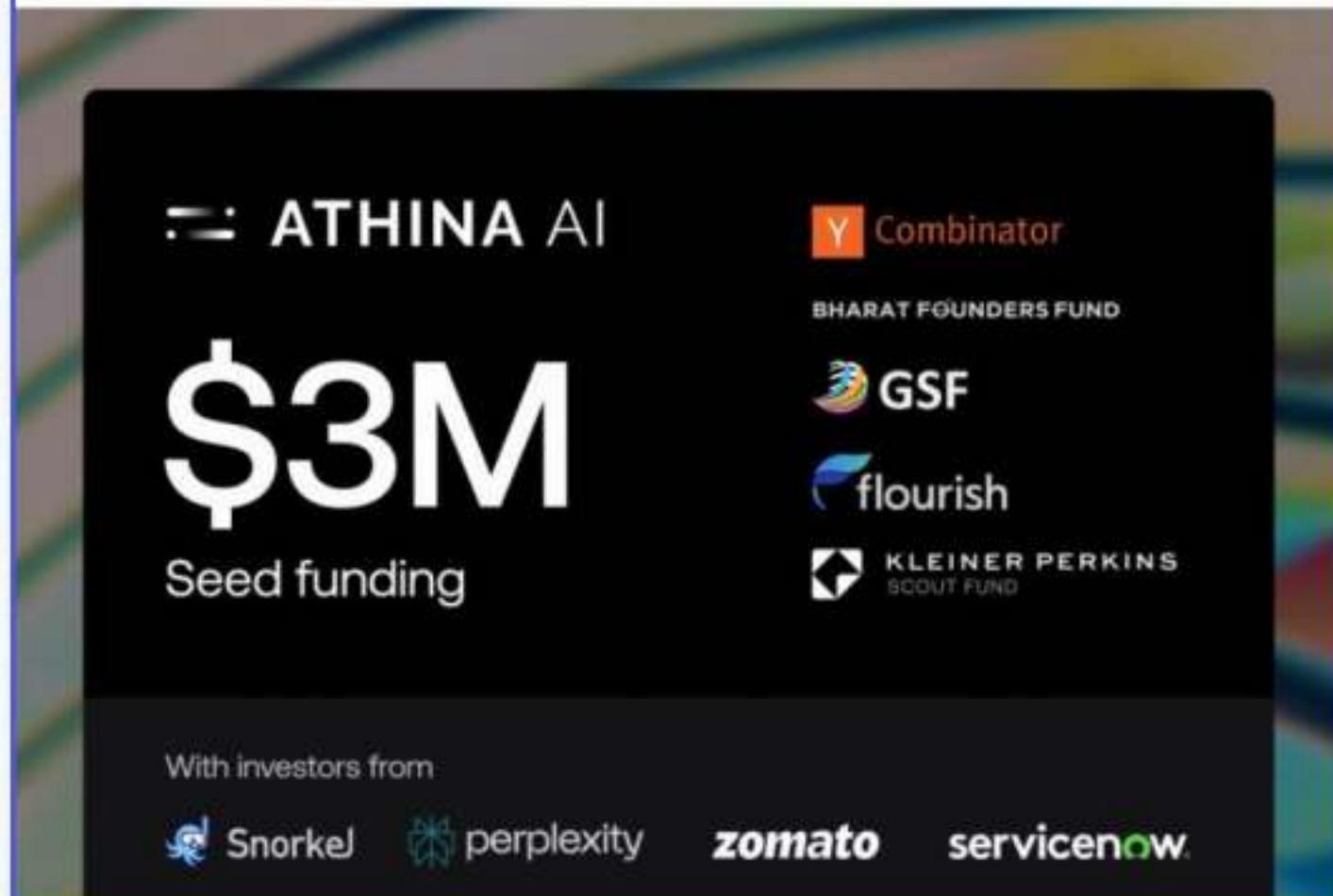
The momentum has been incredible. In just a few months, we've grown rapidly and are proud to support world-class AI teams, including unicorns like Perplexity, Doximity, Meesho, and PhysicsWallah.

We're also thrilled to be backed by some amazing investors including **Y Combinator**, **Flourish Ventures**, **Kleiner Perkins Scout Fund**, **GSF**, **Bharat Founders Fund**, **Alexander Ratner** (CEO, Snorkel AI) and **Denis Yarats** (CTO, Perplexity), among others.

Incredibly grateful to our team at Athina ❤️

The future of software is AI... and we're just getting started.

P.S - we're hiring! (link in comments)



The image shows a dark, rectangular announcement card for Athina AI. At the top, it says "ATHINA AI" with a logo, "Combinator", "Bharat Founders Fund", "GSF", "flourish", and "Kleiner Perkins Scout Fund". The central text reads "\$3M Seed funding". At the bottom, it says "With investors from" and lists "Snorkel", "perplexity", "zomato", and "servicenow".



{CREO AGENCY}

//WEBSITE DEVELOPMENT FOR A BRANDING AGENCY

CLIENT

Creo Agency

SERVICES

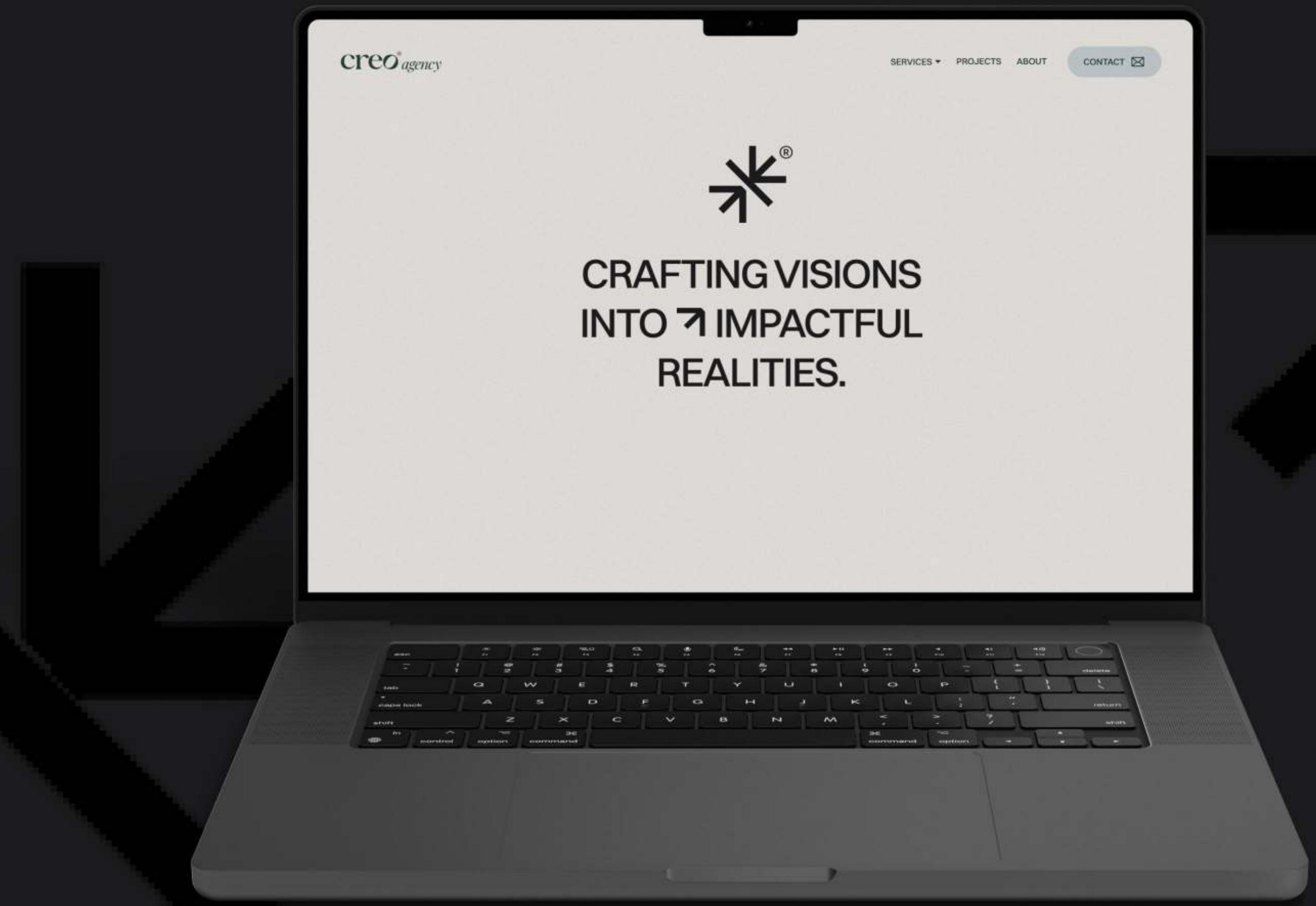
Webflow Development
GSAP Animation
Advanced CMS + Filtering
Dropbox Video Integration

COLLABORATORS

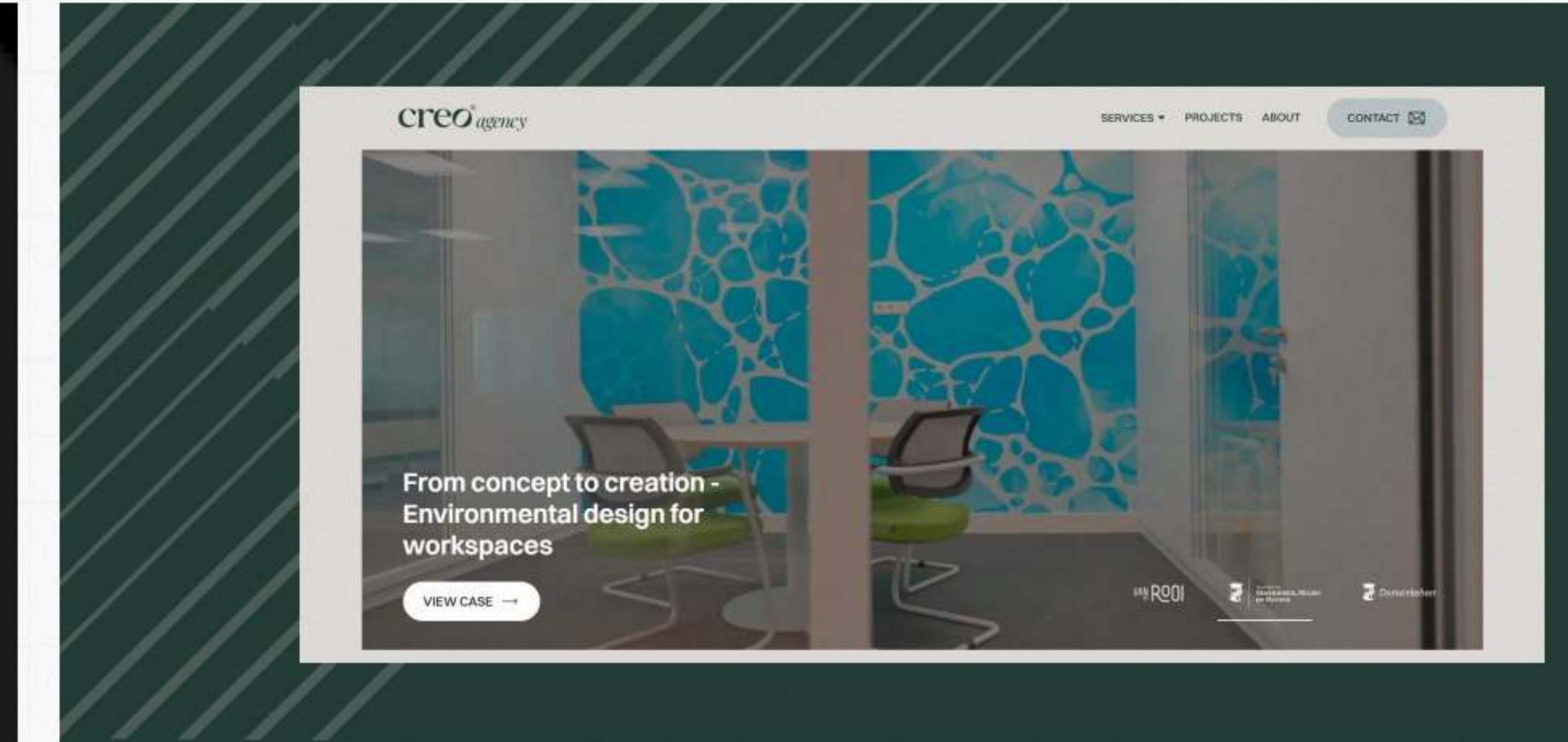
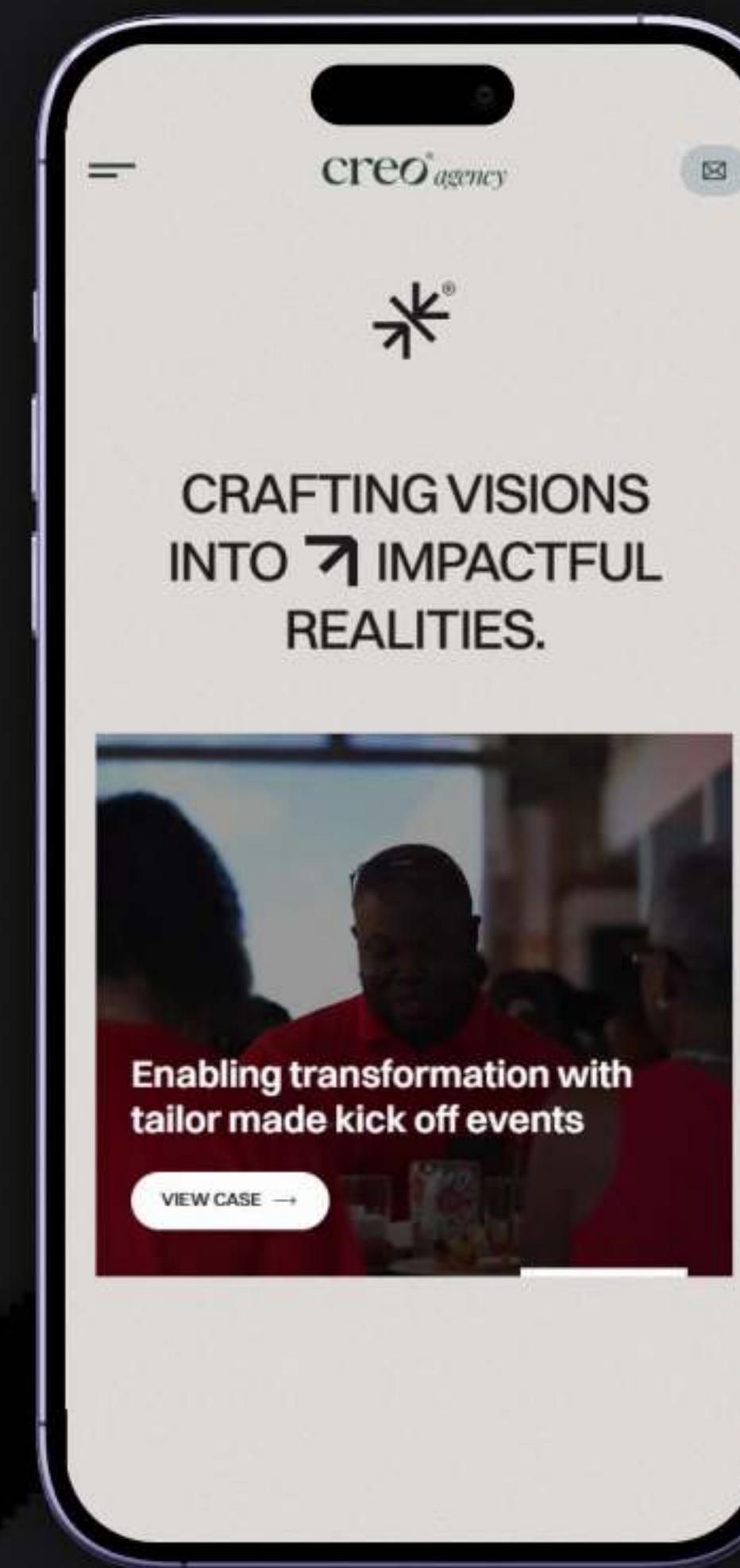
Creo internal design team

MISSION

Bring Creo's new brand to life online with motion, precision, and soul. The site had to feel as sharp as their client work. And just as important, it had to be future-proof so their team could update content without calling a dev.



See live site



//CUSTOM ANIMATIONS

more </body> tag

```
1 <script src="https://tools.refokus.com/automatic-tabs/bundle.v1.0.0.js"></script>
2 <!--<script src="http://127.0.0.1:5500/animations.js"></script>-->
3
4 <script src="https://cdnjs.cloudflare.com/ajax/libs/Swiper/11.0.5/swiper-bundle.min.js">
5 <script src="https://cdnjs.cloudflare.com/ajax/libs/gsap/3.12.2/gsap.min.js"></script>
6 <script src="https://cdnjs.cloudflare.com/ajax/libs/gsap/3.12.2/ScrollTrigger.min.js">
7
8 <script>
9   var Swiper = new Swiper('#portfolio', {
10     slidesPerView: 3,
11     slidesPerGroup: 1,
12     allowTouchMove: true,
13     roundLengths: true,
14     loop: true,
15     speed: 1000,
16     navigation: {
17       nextEl: '.swiper-right-arrow',
18       prevEl: '.swiper-left-arrow',
19     },
20     pagination: {
21       el: ".portfolio-pagination",
22       type: "fraction", // This shows "1 / 5"
23     },
24     grabCursor: false,
25   });
26
27   // Custom code for the 'Discover' section
28   const discoverSection = document.querySelector('.discover');
29   const discoverText = discoverSection.querySelector('.discover-text');
30   const discoverImage = discoverSection.querySelector('.discover-image');
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269   gsap.to(discoverText, { opacity: 0, duration: 1, delay: 100 });
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creo[®] agency

OUR APPROACH

Imagineering

Our approach is grounded in Imagineering — a unique method that brings together inspiration, ideation, and implementation to co-create solutions that not only look good, but work, connect, and last. This allows us to deeply understand our clients' needs, co-create innovative possibilities that align with their vision and objectives.

OUR VISION AND MISSION

We strive to craft purposeful impact with engaging stories through strategy, collaboration, innovation and design.

OUR VISION

At CREO Agency, we are your strategic trusted partner. We strive to craft purposeful impact with engaging stories through strategy, collaboration, innovation and design. We work closely with our clients with respect and care, actively listening to their needs and prioritising their vision. We create products and strategies that truly resonate with our customer's ideals - not only desirable, but also with true value. This approach ensures their vision is seamlessly integrated into the solutions we provide, resulting in outcomes that reflect both their goals and their brand.

OUR MISSION

We help governments, businesses, and organisations translate vision into purposeful, high-impact brand experiences — visually strong, strategically sharp, and deeply connecting. We empower our clients to tell their unique stories through tailored solutions in brand identity, marketing and communication strategies, design, and digital innovation. Rooted in creativity and Imagineering, our work is driven by results and focused on building lasting relationships between brands and their audiences. With a human-centred approach, we deliver solutions that don't just look good — but truly work, connect, and endure.

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STRATEGY

In the define phase, the focus is on identifying and analysing the problem to outline project requirements. Through workshops, key information is gathered, including details about the problem, business strategy, target audience, and data. This understanding shapes the strategy for design and development. The phase concludes by creating a backlog and conducting technical research as needed.

CREATION

In the create phase, the product innovation cycle begins. For existing products, sprints focus on design improvements or new features, while new products involve mapping out their design. The goal is to create meaningful experiences and interfaces that align with business objectives. Once designs are approved, they are handed over to development teams to start the development cycle.

PRODUCTION

In the launch phase, the product is fully developed based on the conditions established in the define and create phases. Key considerations include safety, performance, and scalability. The team finalises the launch strategy, handles content migration if needed, provides product training, and conducts quality checks. Post-launch, support and potential further development of the product are also addressed.

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//PROCESS HIGHLIGHTS

Collaborated closely through a mix of async scoping and focused check-ins.

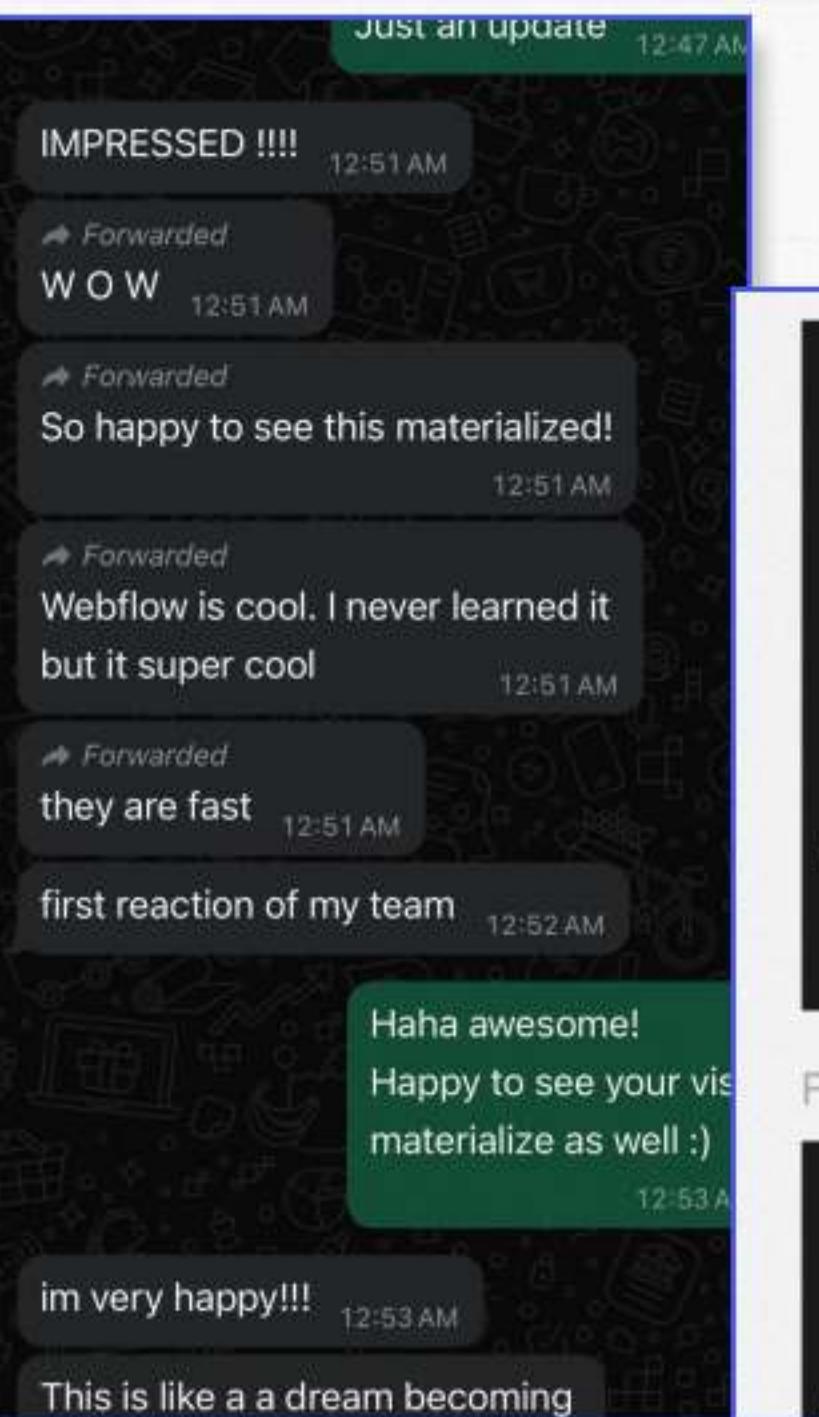
Used Figma comments and FigJam to plan microinteractions, animations, and a playful logo preloader.

Delivered frequent progress updates without being asked, which kept the team excited and in the loop. Wrapped with a smooth handoff, including Loom tutorials to train their team on CMS structure and content updates.

//OUTCOME

The launch unlocked a wave of new client work for CREO and sparked an ongoing collaboration with me.

Their team now manages the site independently, and the case study-driven design continues to help them win high-quality projects.



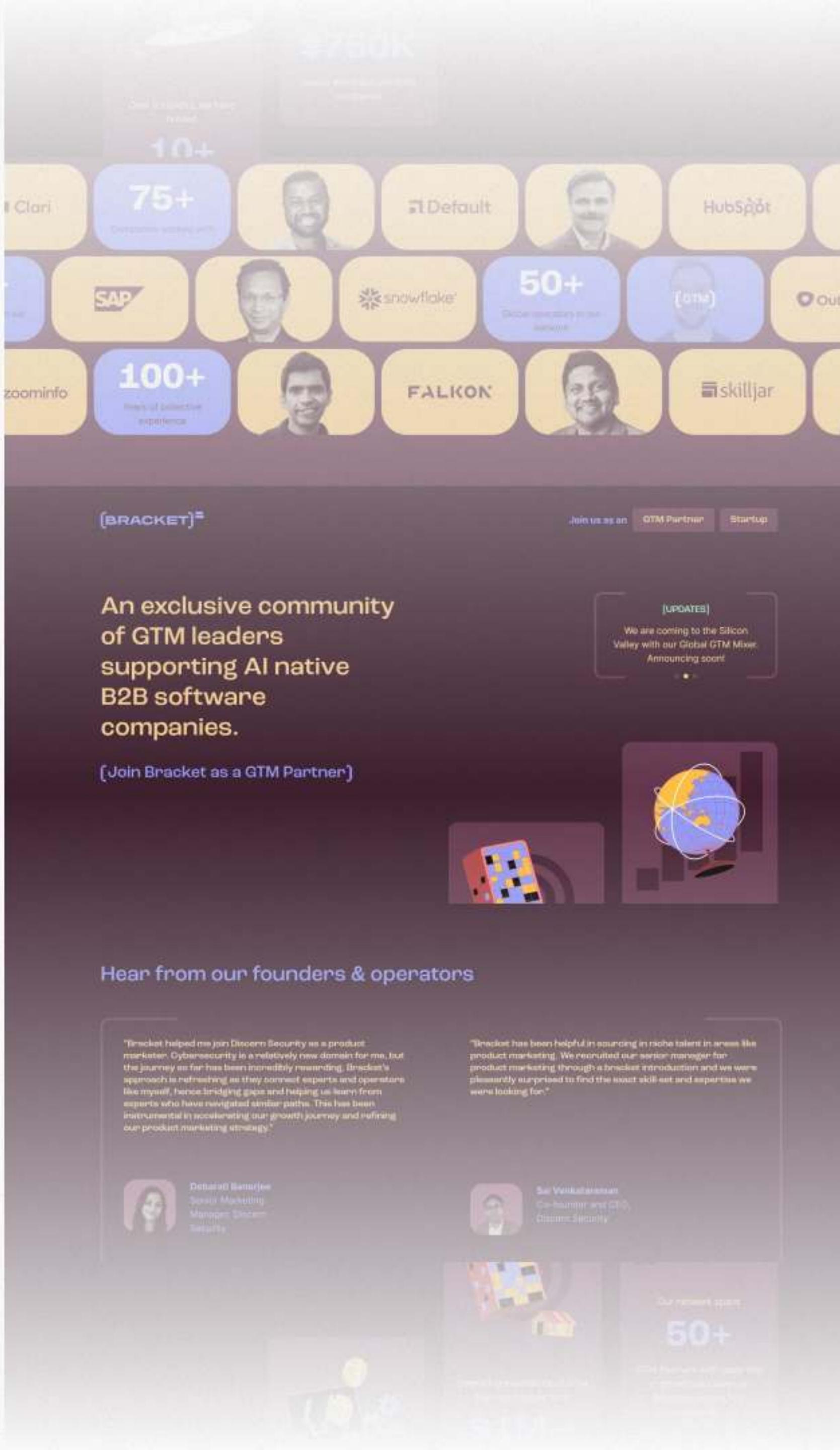
Frame03

Logo animation comes in



Text logo animation comes in after 600ms. First CREO then agency

Scroll arrow comes in



{BRACKET}

//MICROSITE LAUNCH FOR A BOLD VC INITIATIVE

CLIENT

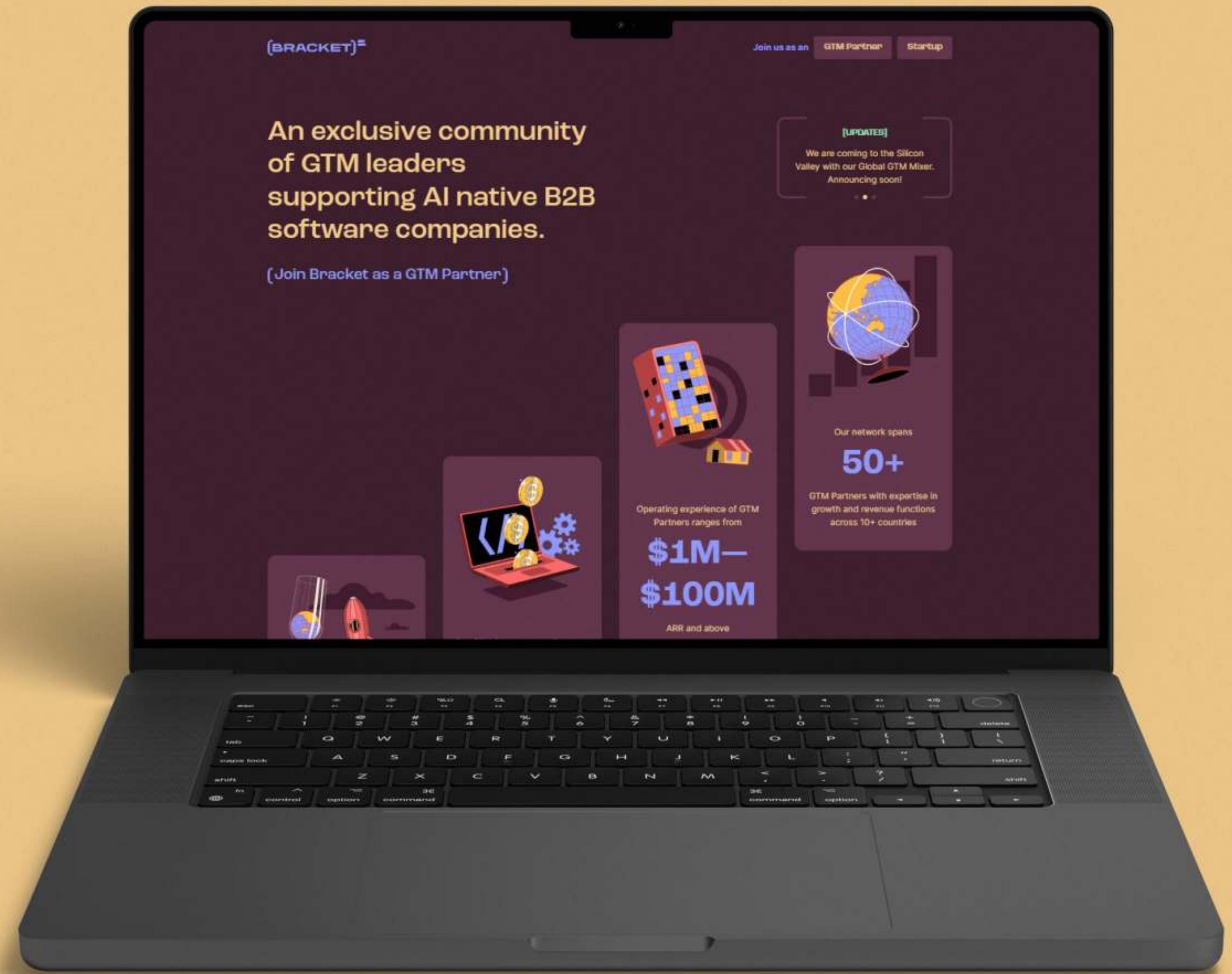
Boldcap

SERVICES

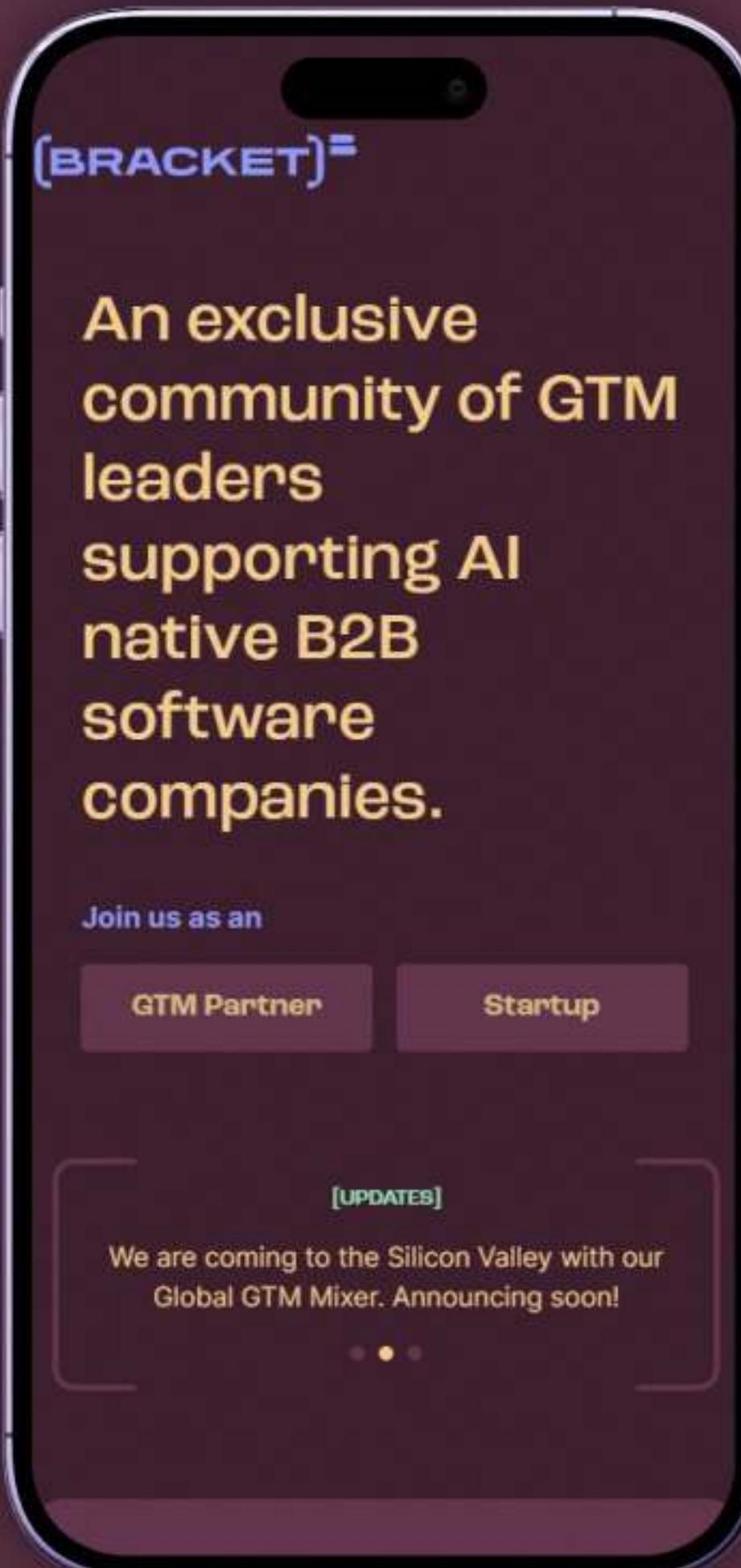
Webflow Development
GSAP Animation
CMS Integration
LinkedIn Feed Integration
Launch Motion Graphics

MISSION

Boldcap needed a microsite to match the personality of their new initiative: bold, energetic, and a little playful. CMS-powered content and a live LinkedIn feed to keep things fresh without extra effort from their team.



See live site



Hear from our founders & operators

"Bracket has been great for both GTM leadership networking and for extending tactical support for BoldCap portfolio companies. Through Bracket, I have had the opportunity to work closely with the SuprSend team and help them with their early enterprise sales motion."

Samuel Sunderaraj
Head of Revenue,
Petavue; Ex-VP of Sales,
Skilljar; Early Advisor,
Outreach

"Bracket has been pivotal in connecting us with key GTM leaders who can provide us specific GTM capabilities. Through Bracket, we were introduced to Samuel. His mentorship has sharpened our GTM strategy which includes building sales playbooks for improving customer conversions."

Nikita Navral
Co-founder, SuprSend

Meet the Community

Global GTM is complex, especially in the first \$1M ARR journey. As ex-operators ourselves, we understand the nuances of what it takes to build and scale a global software product. We have witnessed the journey of 20+ portfolio companies until now to recognise no single playbook exists for creating a solid distribution. Moreover, there is no community dedicated for the \$0-\$1M ARR journey where multiple stakeholders come together to share insights that could help companies achieve their goal. We are solving this through Bracket.

We partner with Sales, Revenue, and Marketing leaders who have built or operated high growth software companies to support founders through meaningful collaborations. The Bracket community comprises of people who can help you with some of the following: defining your ICP, product positioning, refining your outbound strategy, building an inbound pipeline, finding design partners, helping you make your first sales hire, and any other aspect of early-stage GTM.

50+

snowflake

//PROCESS HIGHLIGHTS

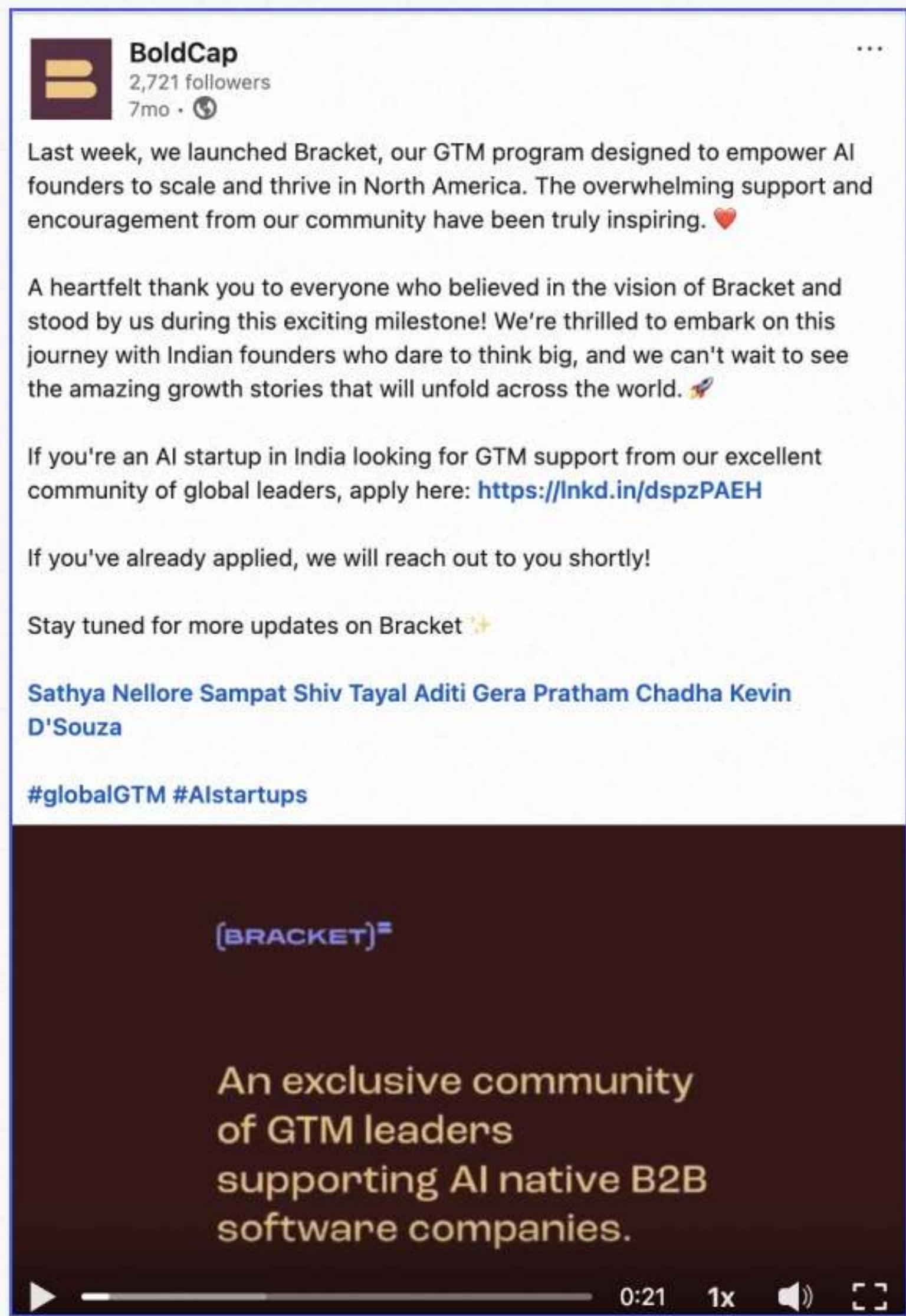
Built a clean, content-light site to match Boldcaps GTM vision. Focused on subtle animations, clarity, and structure to communicate their cross-border focus from India to the US.

Post-launch, supported their explainer video rollout and helped polish content for their GTM community.

//OUTCOME

The Bracket site became a core storytelling tool for their venture and community strategy.

Our ongoing partnership continues with content updates and media support, acting as an extension of their team.



// TESTIMONIALS

“ Geet was instrumental in bringing our website to life. He quickly grasped our development needs, handling them with remarkable efficiency.

Their cooperative approach and consistent, on-time delivery meant minimal back-and-forth for us. We definitely recommend their services for website development.”

—NATASHA BANDODKAR
FOUNDER, INDEPENDENT CREATORS CO

“ Working with Geet has been a truly smooth and reliable experience. He is not only skilled in his craft but also incredibly proactive, communicative, and solution-driven.

I appreciated his attention to detail, creative input, and the way he always delivered on time. I highly recommend Geet to anyone looking for a dependable and talented professional.”

—CHIMENE ADOPTIE
FOUNDER, CREO AGENCY



READY TO TRANSFORM YOUR VISION INTO A WEBSITE THAT
FEELS JUST RIGHT? LET'S CHAT.

SCHEDULE A CALL TODAY

THANK YOU

Don't hesitate to reach out with questions

geet@atomicdesignz.com