

Kshamanidhi Bhardwaj

Product Designer | Design Systems | Interaction Design

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SUMMARY

Product designer with ~4 years across B2B SaaS, proptech, Web3, and employee-engagement products, specializing in design systems and interaction design. Built a token-based design system (20+ components, light and dark themes) shared across 2 products, and redesigned a real-estate form flow that cut manual actions by ~60% in an app with 5k+ downloads. Owns work end-to-end, from IA and user flows to accessibility, developer handoff, and design QA, utilizing Figma plugins and AI-assisted workflows to accelerate delivery.

WORK EXPERIENCE

Wormit Labs (Design Studio) — *Co-founder and Product Designer, Design Systems* (Feb 2025 - Present)

- Own ~70% of design work across client products, leading IA, user flows, high-fidelity UI, motion, accessibility, developer handoff, and design QA.
- Built a shared design system for DIFC+ across 2 products: 20+ components, Figma variables, light and dark themes, naming conventions, and documentation used by a 5–6 person engineering team.
- Redesigned high-friction real-estate workflows with smart forms, document scanning, and contextual payment gating, cutting manual actions by ~60% in an app with 5k+ downloads.
- Simplified filter-heavy coworking search and navigation by maintaining results and filters in context, reducing page changes and scrolling.
- Partnered with engineers on implementation constraints, defining touch targets, component states, error handling, and platform-specific mobile patterns.

DonaLeb — *UI/UX Designer* (Sep 2024 – Feb 2025 | Remote, Contract)

- Redesigned a gamified employee-engagement app for 3 user types (employees, companies, admins), covering activity tracking, rewards, badges, contests, fundraising, and leaderboards.
- Built the supporting design system and validated flows through surveys, usability testing, competitive research, journey mapping, and prototypes.
- Drove product growth to 1k+ downloads and a 100k-member community, with 8M collective steps tracked.

Zbyte — *Visual Designer* (Feb 2024 – Nov 2024 | Remote, Contract)

- Designed Web3 interfaces on Zbyte's low-code platform, including wallet management, dPLAT token interactions, learning modules, and contest flows.
- Collaborated with product, engineering, marketing, and leadership to transform early concepts into shippable UI and launch assets.
- Produced social and product content averaging ~10k views per post to expand platform engagement and brand visibility.

Mergeflo — *Visual Designer* (Nov 2022 – Jul 2024 | Remote, Contract)

- Designed investor pitch decks, product demos, and founder presentations for an early-stage M&A SaaS startup that successfully raised its first round (\$350K).
- Supported core UI and design system development alongside product engineering teams.
- Executed targeted social campaigns and visual communication materials throughout the fundraising timeline.

PROJECTS

- **Design Token Automation:** Built an AI-assisted workflow generating a 3-tier Figma variable system (primitive, semantic, component) with light/dark modes and documented naming for seamless handoff.
- **Font Saver (Figma Plugin):** Published a plugin to save and reapply discovered fonts across text layers (66+ active users).

- **After Effects Automation:** Created a local plugin automating repetitive easing and pop-in animations across object layers.
- **Fig Monster:** Developed a public monster-card playground created at the Figma Makeathon using AI-assisted vibe coding.

SKILLS

Product Design: User Flows, Information Architecture, Interaction Design, Wireframing, Prototyping, Usability Testing, Journey Mapping, Accessibility (WCAG), Design QA, Developer Handoff, Motion Design

Design Systems: Design Tokens (Primitive, Semantic, Component), Figma Variables, Theming (Light & Dark), Atomic Design, Component Documentation

Tools & Tech: Figma, FigJam, After Effects, Illustrator, Photoshop, HTML/CSS (Fundamentals), AI-Assisted Design Workflows

EDUCATION

B.Tech (Mining Engineering) - *NIT Raipur, Chhattisgarh* (2023)