Kshamanidhi Bhardwaj

Product Designer | Design Systems & Interaction Design

Raipur, India · Open to relocation (Bengaluru, Pune, Delhi NCR, Hyderabad, Mumbai) & Remote

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SUMMARY

Product designer with 2+ years of experience designing mobile and web applications. Led the DIFC+ redesign across 40+ services and 3 product areas for iOS and Android, and architected its scalable design system. Proven track record in conducting usability testing, optimizing complex user flows, and developing custom Figma plugins and token automation tooling to streamline design workflows.

EXPERIENCE

Wormit Labs — Product Designer (Feb 2025 – Oct 2026 | Remote)

Lead designer owning ~70% of end-to-end design across client mobile and web products, including IA, user flows, UI, motion design, developer handoff, and design QA.

MyMuse (iOS, Android)

- Redesigned the companion app experience for Bluetooth hardware devices, encompassing device pairing, real-time controls, pattern libraries, AI chat interface, and audio content.
- Decluttered the main device control view by introducing a contextual side-dock for play modes/recording and an accessible quick-connect drawer for seamless cross-screen device pairing.
- Pitched and specified a custom pattern recording feature outside initial project scope, which was adopted by the client and integrated into core product roadmap.

DIFC+ (iOS, Android)

- Redesigned a flagship Dubai lifestyle platform into a unified application catering to employees, guests, and students across 40+ services and 3 primary product areas.
- Designed a scalable design system utilizing 3-tier Figma variables (120+ primitive, 140+ aliased tokens), 20+ core components, light/dark modes, and documentation; reused by the team to ship a secondary Property Management product.
- Streamlined real-estate request flows by incorporating dynamic smart forms, document scanning capabilities, and contextual just-in-time payment steps.
- Executed 2 comprehensive rounds of design QA on iOS and Android builds, prioritizing component bugs and interaction edge-cases prior to release.

DonaLeb — Product Designer (Dec 2024 – Feb 2025 | Remote)

- Redesigned a gamified employee wellness platform (1k+ downloads, 8M+ steps tracked) serving employees, corporate administrators, and platform managers.

- Conducted task-based usability testing across 10 users; identified critical discoverability drop-offs in contest participation and redesigned the home view to offer one-tap contest access.
- Designed and implemented a real-time leaderboard interface based on user test findings highlighting high demand for progress monitoring.
- Established early product architecture through user surveys and competitive research, while establishing the initial design system foundation.

Zbyte — Visual & UI UX Designer (Feb 2024 – Nov 2024 | Remote)

- Designed platform UI for a low-code Web3 developer environment and created high-engagement marketing campaign assets (averaging ~10k impressions per post).

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

- Help the Product team on creating a design system for Merger & Acquisition software.
- Produced motion graphics for an AI M&A platform launch campaign, designed strategic pitch decks for fundraising. Actively participated in A/B testing of the social media visuals to understand CTR, CPM and how certain visuals are performing.

DESIGN TOOLING & PROJECTS

- **Font Saver (Figma Plugin):** Creator of a published plugin that saves and reapplies typography styles across complex multi-layered selections (66+ active monthly users).
- **Token Automation Scripts:** Developed custom scripts for automating 3-tier Figma variable hierarchies (primitive, semantic, component), automated theme generation, and one-click documentation syncs.
- **After Effects Automation:** Wrote custom AE scripts to automate keyframe easing curves and transition sequences across complex layer stacks.

SKILLS

- **Product & UX:** Information Architecture, User Flows, Usability Testing, Interactive Prototyping, Motion Design, Developer Handoff, Design QA
- **Design Systems:** Design Tokens, Figma Variables, Component Libraries, Light/Dark Theming, Technical Documentation
- **Tools & Code:** Figma, FigJam, After Effects, Illustrator, Photoshop, HTML/CSS, GSAP, Claude, v0, Lovable

EDUCATION & LANGUAGES

NIT Raipur — B.Tech in Mining Engineering (Graduated 2023)

Languages: English (Fluent), Hindi (Native)