

PROFILE

Designing scalable systems and crafting seamless components. Senior Product Designer at Media.net, designing since December 2020. My mission: create intuitive digital experiences and scalable design systems, elevating product quality through innovation and user-centered design.

EXPERIENCE

Media.net

Nov 2023 – Present

Senior Product Designer · Mumbai, India

- Lead design for core Media.net products: Select, Bytes, Empire, Makdi and Neo.
- Built design systems from scratch for Neo, Select and Bytes in Figma, using AI-powered tools to keep design work fast and consistent across teams. The Select Design System has 187 tokens, 42 text styles and 24 documented components.
- Defined the system architecture, streamlined workflows and automated how design tokens and assets reach engineering; built documentation and learning resources, and mentored teams through adoption.
- Case studies: Bytes, a studio to review and manage AI-made short videos on news websites; OSCAR, a flowchart builder for search results pages; and Audience IQ, AI-suggested ad audiences, shipped October 2026.

PODTECH

May 2021 – Nov 2023

UI/UX Designer

- Designed interfaces and management tools for data center infrastructure management (DCIM), so operations teams can respond fast to alarms, incidents, maintenance and failures.
- B2B products: YondrOne for Yondr Data Center, LifeSafety for health and safety, and Clover, an IT marketplace.
- Worked with data center teams on their workflows, led user testing and feedback rounds, and partnered with developers so every build matched the design.

★ Employee of the Year 2021

Kloudone

Dec 2020 – May 2021

UI/UX Designer

- Improved the design architecture of the KloudPLM Salesforce product, redesigned the KloudPLM website and designed the Kloudlearn dashboard.

CONCEPT PROJECTS

- Uber Carpooling · concept redesign of shared rides for India, 7-day sprint
- FridgeBuddy · fridge inventory and expiry tracking, 7-day solo sprint

SKILLS

Product design

UX and UI design, interaction design, prototyping in Figma

Design systems

Tokens, text styles, components and their documentation

Research

User interviews, usability testing, journey mapping, personas, heuristic evaluation

How I work

Design thinking, cross-functional collaboration, working closely with developers

Tools

Figma, Claude, Cursor, ChatGPT, Sketch, Adobe XD, WordPress

EDUCATION

B.Tech, Computer Science and Engineering · Vinoba Bhawe University

2020

Diploma, Computer Science and Engineering · BIT Mesra

2017

CERTIFICATIONS

Interaction Design

UC San Diego · 2023

Become a UX Designer from Scratch

Interaction Design Foundation

Mobile UX Design

Interaction Design Foundation

Google UX Design Specialization

Google

Human-Computer Interaction

Interaction Design Foundation

UX Research: Journey Mapping

LinkedIn Learning

MORE

Languages · English, Hindi   Interests · Gaming, live streaming and YouTube content (@RishabhK)