

KEVAL GADHIYA

SENIOR PRODUCT DESIGNER

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PROFESSIONAL PROFILE

Senior Product Designer and Design Systems Specialist with 5+ years of experience designing scalable digital products, enterprise platforms, and design systems across fintech, SaaS, government, and crypto industries. Specialized in translating complex user problems into intuitive, accessible, and scalable product experiences — from early-stage research and wireframing through to shipped, production-ready design systems. Proven track record owning design systems used across 40+ products, shipping 4 internal Figma plugins that automated design workflows across 5+ product teams, and delivering WCAG 2.1 compliant interfaces that passed third-party accessibility audits. Actively relocating to Germany on a Chancenkarte visa, targeting Senior Product Designer and Design Systems roles in Frankfurt, Berlin, and Munich.

PROFESSIONAL EXPERIENCE

Design Systems Specialist · Upstox · Full-time Jan 2026 – Present

- Owned Arc DS — Upstox's production Figma Design System — driving UI consistency and component governance across 5+ cross-functional product teams serving millions of active investors.
- Engineered 4 internal TypeScript Figma plugins used daily across all product teams, automating token migration, component swaps, visual audits, and developer handoff — reducing manual design operations by an estimated 60%.
- Architected Figma Variables and design token pipelines, cutting design inconsistency across web and mobile platforms by ~60% and accelerating component reuse across trading and investment product surfaces.
- Established component documentation standards and governance workflows, reducing developer rework time by ~30% and improving design-to-engineering implementation accuracy.
- Collaborated with product managers, engineers, and designers in Agile sprints to own end-to-end design-to-code handoff for new product features.
- Contributed to accessibility-first product experiences across all trading surfaces, aligned with WCAG 2.1 standards.

Senior Product Designer · eThink Solutions · Full-time Jun 2023 – Jan 2026

- Led end-to-end product design across 15+ enterprise and fintech applications — from user research and journey mapping through wireframing, prototyping, usability testing, and final delivery.
- Conducted user interviews and usability testing sessions with government and fintech end-users, translating findings into actionable design improvements that reduced task completion errors by ~40%.
- Built a scalable Figma component library and design token system adopted across 3 concurrent product teams, reducing duplicate design effort by ~35% and accelerating developer handoff workflows.
- Delivered WCAG 2.1 accessibility compliance across all government-facing interfaces, passing third-party accessibility audits across 15+ live products.
- Partnered with product managers, developers, and stakeholders in Agile cycles to deliver user-centered solutions on time across complex multi-platform product roadmaps.
- Accelerated feature delivery by ~25% by integrating AI-assisted design workflows (Cursor AI) and structured design system practices into the team process.
- Mentored 2 junior designers on UX research methods, accessibility standards, and scalable design systems methodology.

System Designer · LightBeam.ai · Contract Sept 2024 – Present

- Designed and maintained scalable enterprise design system components for AI-driven security and analytics platforms, ensuring visual consistency and token alignment across product teams.
- Built reusable UI patterns with Figma Variables, improving component consistency and reducing redundant design decisions across data-heavy enterprise product interfaces.
- Collaborated with engineering and product teams to streamline component adoption, improve implementation documentation, and align design-to-code workflows.

Senior UI Designer · StockWiz Pvt Ltd · Contract Sept 2024 – Feb 2025

- Designed Stryke — a next-gen trading platform featuring real-time dashboards, F&O analytics, heatmaps, portfolio flows, and brokerage integration — improving workflow clarity across complex financial interfaces.
- Delivered high-fidelity UI designs and interactive prototypes for retail and professional trading experiences, reducing information overload through structured hierarchy and progressive disclosure patterns.
- Improved task flow usability across options chain views and market visualization surfaces through iterative design and stakeholder feedback cycles.

UI/UX Designer · Propine · Full-time Mar 2022 – Jun 2023

- Designed institutional fintech product experiences including trading dashboards, digital asset workflows, NFT management, stablecoin interfaces, and enterprise financial systems for institutional clients.
- Created high-fidelity prototypes and conducted iterative usability reviews with stakeholders, improving product adoption across a suite of multi-platform digital asset management tools.
- Delivered scalable UI systems and interaction patterns improving workflow clarity across crypto, securities, and Fiat management surfaces.

Junior UI/UX Designer · eThink Solutions · Full-time Jun 2021 – Feb 2022

- Designed and coded 10+ live applications including a government compliance portal, delivering end-to-end wireframes, user flows, prototypes, and high-fidelity interfaces.
- Contributed to Flutter-based frontend workflows, bridging design and implementation quality across mobile and web products.

UI Designer · GoProtoz Design Studio · Full-time Jul 2020 – May 2021

- Delivered end-to-end UI/UX for mobile and web products across healthcare, food tech, and productivity sectors, building reusable design systems and structured developer handoff documentation.

KEY PROJECTS

Arc Design System · Upstox

- Owned production Figma Design System for one of India's largest investment platforms serving 5+ product teams across web and mobile trading surfaces.
- Shipped 4 TypeScript Figma plugins automating token migration, component swaps, and visual consistency audits, eliminating hours of manual design operations weekly.

ZenTara Design System · zentara.design

- Founded and built an open-source atomic-based Figma component library with 100+ components, design tokens, Figma Variables, and live documentation — used as a personal design system lab for testing DS architecture patterns.

Stryke by StockWiz

- Designed a next-generation trading platform — real-time dashboards, portfolio flows, heatmaps, F&O insights, and brokerage integration — solving high information-density UX challenges for retail and professional traders.

Madd Loans Portal

- End-to-end redesign of an Australian mortgage platform — design system, loan calculators, goal planning flows, and broker dashboards — improving workflow clarity for a regulated financial product.

TECHNICAL SKILLS

Design Tools Figma · Adobe XD · Framer · Storybook · Prototyping · Interactive Components · Figma Plugin Development

Design Systems Atomic Design · Figma Variables & Tokens · Component Libraries · Arc DS · ZenTara DS · Design Governance

UX Methods User Research · Usability Testing · Journey Mapping · Information Architecture · User Flows · Wireframing

CERTIFICATIONS

- Figma UI/UX — Udemy | April 2020
- Verified International Academic Qualifications | World Education Services (WES) | May 2023

EDUCATION

Bachelor of Computer Science | Atmiya University | 2016–2019

Diploma in Computer Science | Christ Polytechnic Institute | 2013–2016

LANGUAGES

English — Professional (C1) **German** — A1 (actively improving) **Gujarati** — Native / Bilingual **Hindi** — Native / Fluent