



Ronak Mokashi

Lead Product Designer

ronakmokashi.com | <https://www.linkedin.com/in/ronakmokashi/>

Product & Interaction Design | Design System | Design Craft | AI Workflows

Summary

Lead Product Designer with 10+ years designing high-scale consumer products across PropertyGuru, Gojek, and BookMyShow. I combine strong design craft with systems thinking and product strategy, simplifying complexity and helping teams make better product decisions. I pair that thinking with hands-on execution, designing and prototyping in code, and I own and scale design systems that let teams move fast without losing consistency. I connect design decisions to measurable business outcomes, bring clarity to ambiguity, and increasingly use AI to accelerate research, prototyping, and delivery.

Core Skills

Product Strategy & Leadership: Product strategy, systems thinking, roadmap ownership, experimentation, trade-off analysis, design leadership, team mentorship, stakeholder alignment, design critique

Design Systems: System architecture, semantic tokens, component governance, scalable component libraries, cross-platform consistency (iOS, Android, Web), Figma (variants, tokens, auto-layout), design-to-code parity, DesignOps

UX & Research: User-centered design, interaction design, user research, usability testing, wireframing, prototyping, journey mapping, information architecture, responsive & mobile-first design, accessibility (WCAG AA)

AI & Automation: AI-driven design workflows, AI-assisted prototyping, process automation

UX Engineering: Functional prototyping in code, HTML/CSS/JS, front-end collaboration with engineers

Tools: Figma, Framer, Miro, Jira, Confluence, Claude Design, Claude Code, Claude Cowork

Experience

Lead Product Designer (Oct 2023 – Present)

PropertyGuru - Southeast Asia's leading property marketplace | Bengaluru

1. Led design strategy across search, navigation, and listings for a multi-market consumer marketplace, driving **+6% conversion** on map search and a **3x increase** in total inquiries through data-informed iteration.
2. Redesigned app navigation, improving lead-generation stability by 2% and lifting search engagement through rapid experimentation.
3. Reworked the listing-details experience with contextual guidance and a clearer information hierarchy so users could act with confidence.
4. Led the migration to the **Hive 2.1 design system** - tokenized architecture and component governance - building new search and listing components and scaling consistent, accessible patterns across web and mobile in multiple markets.
5. Extended the design system across new surfaces (gallery, map view, guided summaries), accelerating delivery across squads.
6. Integrated AI into design workflows to automate repetitive work and accelerate user testing, cutting iteration cycles.
7. Owned the quarterly roadmap, resource prioritization, and research frameworks; mentored designers and unified experience patterns across consumer and agent platforms.

Interaction Designer III (Jan 2021 - Oct 2023)

Gojek (GoTo) - Southeast Asia's largest super app - payments, mobility, marketplace | Bengaluru

1. Led end-to-end product design - wireframing, concept validation, and visual design - across mobility and marketplace products.
2. **Featured speaker, Figma Config 2022** - "Designing a super app for the cultural diversity across Southeast Asia"; led internal design-system workshops across teams.
3. Redesigned login and verification across GoTo platforms, **saving \$300K annually** in SMS costs while improving onboarding completion and platform-wide consistency.
4. Scaled Gojek's design system to serve **20+ product teams** across iOS and Android, expanding the component library through semantic tokens and variant structures.
5. Maintained **WCAG AA accessibility** and parity between designed and coded components, ensuring a clean Figma-to-code handoff.
6. Built custom Figma plugins to automate workflows and raise execution speed across squads.

7. Partnered with engineering to prototype in code, keeping design intent intact through build.

Sr. Product Designer (Sep 2019 - Jan 2021)

BookMyShow - India's largest entertainment ticketing platform | Mumbai

1. Launched Discovery Space for movies and events, serving **~25M users** with optimized conversion funnels and improved content discoverability.
2. Defined guidelines and design standards for the **AdTech platform**, enabling consistent OTT and pay-per-view experiences.
3. Shipped **OTT and pay-per-view** during COVID-19, sustaining engagement through a low-transaction period.
4. Built and maintained reusable design libraries to accelerate experimentation across internal teams.

Sr. Product Designer (Jan 2017 - Sep 2019)

Nimblework - An enterprise SaaS organization specializing in AI-integrated Adaptive Work and Project Management for teams | Mumbai

Web Design Engineer (Oct 2015 - Dec 2016)

Ediffy - Ed-tech app for aptitude test | Mumbai

UI Engineer (Jun 2014 - Mar 2015)

Cybit - Moodboard web app | Mumbai

Education

Vidyalankar Institute of Technology, Mumbai

Bachelor of Engineering (B.E.), Computer Science | 2011 - 2014

Vartak Polytechnic, Mumbai

Diploma, Computer Engineering | 2007 - 2011

Awards and Recognition

1. Featured Speaker, Figma Config 2022 - **design systems** for a super app across Southeast Asia.
2. JRD Tata Trust Scholar - full-term academic scholarship (8.3 GPA) for excellence and leadership.
3. Innovation Runner-up, BookMyShow Hackathon 2020.
4. Created a viral Figma-based interactive newsletter showcasing storytelling in design.