

SUMMARY

Design Systems Lead with 10+ years of experience architecting scalable digital ecosystems across eCommerce, performance marketing, SaaS, and brand platforms. Specializing in transforming execution-led design into structured, AI-augmented systems through modular frameworks, reusable components, and documented creative workflows.

SKILL

Core Skills

- Design Systems Architecture
- Creative Infrastructure Development
- UX & Interaction Design
- Creative Operations & Documentation
- Brand Governance & Quality Control
- eCommerce & Marketplace Design
- CRO-Supportive Layout Strategy
- Cross-Functional Design Leadership

Tools

- Figma | Adobe Creative Suite
- Framer | Webflow | Shopify
- ChatGPT | Midjourney | Gemini

EDUCATION

MM Pro.NXT

2008 To 2010 | Ahmedabad

Mass Multimedia, Mass Communication/Media Studies, at Image IDT

FY B.Com

2009 To 2010 | Ahmedabad

Business/Commerce, General at Gujarat University

EXPERIENCE

Thinkwhy Marcomm Pvt Ltd. • Ahmedabad, India | On-Site

Design Systems Lead Feb/2026 - Present

- Architect unified design systems across Websites, Ads, Marketplace, and Retention
- Develop AI-augmented creative workflows
- Establish governance, documentation, and scalable infrastructure
- Mentor designers toward system-first thinking

Digital Designer Aug/2024 - Jan/2026 | 1 Yrs 7 Mos

- Designed UI/UX for eCommerce brands and Amazon storefronts
- Developed high-performing ad creatives and brand visuals
- Maintained consistency across multi-channel marketing assets

Zuse Digital • Melbourne, Australia | Remote

Ui-Ux Designer Feb/2019 - Jun/2024 | 5 Yrs 5 Mos

- Led UI architecture and interaction design for SaaS platforms and web applications
- Delivered scalable UX systems aligned with product strategy and user research

Red Turtle India • Ahmedabad, India | On-Site

User Interface Designer 09/2016 - 12/2018 | 2 Yrs 4 Mos

- Designed UI/UX for web and mobile applications. Contributed to branding, marketing creatives, and motion-based assets.

Graphic Web Designer 09/2013 - 09/2016 | 3 Yrs 1 Mos

- Designed websites, branding systems, and digital marketing creatives.

Octopus Designs Pvt. Ltd. • Ahmedabad, India | On-Site

Junior Graphic Designer 07/2010 - 08/2013 | 3 Yrs 2 Mos

- Created branding, print collateral, and marketing visuals.