

VARUN VERMA

Lead Product Designer | Design Systems | Enterprise & AI Platforms
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SUMMARY

An 8-year enterprise SaaS, BFSI and AI platforms product designer. Recently designed the pilot product for an agentic AI platform while managing its design system architecture. Has built design systems from scratch thrice over and led end-to-end product design for clients such as Fidelity International, BlackRock and Grihum Housing Finance. Works in code-adjacent environments and AI-assisted prototyping workflows.

SKILLS

Design Systems: Design tokens, component and pattern libraries, theming (light/dark, white-labelling), governance and adoption, multi-platform system architecture

Product & UX: Product thinking, information architecture, user flows, interaction design, usability testing, responsive design, accessibility (WCAG), UI specification

Tools & Technical: Figma, Storybook, shadcn/ui, MUI, OutSystems, Webflow, HTML, CSS, JavaScript, terminal-based workflows, Claude Code and AI-assisted prototyping

Collaboration: Design and engineering handoff, cross-functional product work, mentoring designers, agile and sprint delivery

EXPERIENCE

Think Design Collaborative Pvt. Ltd., Gurgaon
Deputy Design Lead

Jul 2021 – Jun 2026

Product Designer / Design System Lead, Agentic AI Platform

Jan 2026 – Jun 2026

- Designed the US mortgage product (the pilot application for the company's agentic AI platform), encompassing end-to-end user workflows, interaction patterns and system behaviour
- Inherited a fragmented MUI implementation (with no handoff framework) and competing design/coding versions and took charge of the design system ownership beyond my scope to resolve it
- Migrated the platform onto shadcn/ui (component structure allows automated frontend generation) and built 30–40 custom components and repurposed the native shadcn components to speed up migration
- Kept the token structure and nomenclature consistent across the design and code to allow components to be consumed directly by the AI-assisted frontend generation
- Set the design and development handoff, governance and adoption

Product Designer, Payments Bank B2B Platform (APB)

May 2025 – Nov 2025

- Sole designer on a payments bank platform; built the design system on an Untitled UI foundation (built 20 custom components and adapted the base library for the rest)
- Defined the token structure and reusable patterns for standardised execution across the product

UX Designer, Incident Management Platform (BlackRock)

Jul 2024 – Mar 2025

- Designed the workflows for the incident management platform for an enterprise, leading the data pipeline observability dashboards (used to monitor and data pipeline failures)
- Produced wireframes, user flows, UI specifications and high fidelity prototypes within the existing design system and engineering constraints

Deputy Design Lead, Home Loan Platform (Grihum Housing Finance)

Apr 2024 – Jun 2024

- Defined the foundational design concept (and built the design system on the OutSystems component library) for the platform that eventually covered the entire home loan lifecycle across customer, sales and operations stakeholders
- The project was acknowledged at the Design India Show 2026 awards

UX Designer, Telecom Sales App (Airtel)

Nov 2023 – Mar 2024

Designed the field sales agent application within the Airtel Design System

Design Lead, SEO / Digital Marketing Platform (Milestone)

Mar 2023 – Nov 2023

- Led for the 6–7 modules of a B2B SEO and digital marketing platform with a team of three designers (owned workflows from problem framing through to delivery)

UX Designer, Digital Advice Product (Fidelity International, onsite)

Nov 2021 – Mar 2023

- Sole designer on a digital advice product where the investors complete a guided questionnaire and receive a personalised financial plan and investment recommendation
- Migrated the full product workflow from the legacy design language to Fidelity's new design system and worked onsite for the 16-month duration with the client PM, project lead and design lead; received a written commendation from the client team

UI/UX Designer, Core Banking Platform (AurionPro)

Jul 2021 – Nov 2021

- Designed core banking interfaces and transaction flows for enterprise banking users

Customer First Labs, AEC.com Pvt. Ltd. (Remote)

Feb 2021 – Jun 2021

Product Management Consultant

- Conducted user research, built personas and journey maps and translated it into product decisions

Wazo Studio LLP, New Delhi

Jun 2018 – Dec 2018

UI/UX Designer

- Built component libraries and interactive prototypes for client products

Darwin Labs Pvt. Ltd., Gurgaon

2018 – Apr 2018

Associate Product Manager

- Designed cryptocurrency exchange UX and trading flows

Geoshot Technologies, Gurgaon

2016 – Feb 2018

Product Designer / 3D Visualiser

- Designed the mobile app experience and backend system architecture which improved the production throughput

EDUCATION

B.Tech, Mechanical Engineering, Punjab Technical University

2009 – 2013