SUMIT SHARMA

Lead Product Designer — Design Systems & Platform UX | 10+ yrs | drives velocity, quality, and consistency at org scale

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SUMMARY

Lead Product Designer specialising in Design Systems; shipped token pipelines, governance, and spec automation that increase release velocity, cut QA defects, and reduce costs (e.g., 80% docs) across 130+ stakeholders. Led multiple design systems and refactored libraries to scale quality and consistency across products

EXPERIENCE

Cars24 | Lead Product Designer (Design Systems)

May 2026 - Present

- **Engineered** an automated Google Sheets-to-Linear pipeline featuring duplicate prevention, structured exports, status tracking, and error handling, significantly streamlining triage and reporting.
- **Architected** an AI-assisted "**prompt-to-design**" workflow for Turbo UI, leveraging Model Context Protocol (MCP) to constrain AI agents to approved design tokens, system components, and implementation patterns.
  - Hosted and organised workshops for designers and product managers on how to use the setup to create workflows of their own
  - Created and shared onboarding documentation and facilitated required access for everyone to test their workflows
- **Led the centralised deployment** of Storybook component docs and usage guidelines to a public URL, establishing an accessible single source of truth across cross-functional teams.
- Created multiple figma plugins to automate redundant processes:
  - Developed a custom Figma linter plugin to enforce design system governance, preventing design drift, raw styling, detached components, and legacy asset usage.
  - **Built a Figma-to-code visual inspection plugin** to programmatically validate React Native components against production designs, replacing error-prone screenshot diffing with exact token and property comparisons.
  - **Designed and deployed** a pre-handoff quality checklist plugin in Figma, standardizing component review criteria and improving submission quality across product designers.
- **Spearheaded the zero-downtime migration** of legacy B2B dashboards to the modern design system, executing in parallel with active product roadmaps to eliminate delivery interference.

Tide | Sr.Product Designer (Design Systems)

June 2023 - Jan 2026

- Refactored libraries with Figma Variables/Variants, consolidating 100+ components to 50 and reducing maintenance overhead; improved adoption and spec accuracy.
- **Automated** Slack–Jira intake for DS queries across 130+ partners, cutting turnaround and unblocking releases; authored SOPs to reduce handoff churn
- Migrated DS docs to a lower-cost platform, reducing doc spend by 80% and improving discoverability; authored SOPs to cut design–dev back-and-forth.
- **Led** tokenised systems, component governance, and documentation at org scale; improved delivery velocity and quality through automation
- Integrated EightShapes Specs to standardise handoffs, reducing visual/functional discrepancies and shrinking QA cycles by 30%+
- **Created** an internal **Linting** plugin with **Cursor AI** to make the design-dev handoff process more transparent. The plugin displays errors in the form of spacing, gap, component detachments and border-radius

Jupiter Money | Sr.Product Designer (Design Systems)

Nov 2021 - May 2023

- Led 'Europa' DS from tokens to components; built Figma Tokens + Style Dictionary pipeline to auto-sync themes, reducing design–dev back-and-forth time by 25%
- Increased the component count from 0 to a healthy 30 using the Atomic Design methodology
- Designed "**Search**" for Jupiter App. Drafted a **framework** of how Search should work and/or look.
- Achieved 75%+ component coverage across journeys; increased CSAT/NPS and release consistency; grew library from 0 to 30 components using Atomic methodology
- Designed and built Email templates throughout the organization to **reduce TAT**

Paytm

Jun 2018 - Sep 2021

As a Product Designer [dashboard.paytm.com]

- **Redesigned** the **Analytics** feature that millions of merchants use on the dashboard for real-time transactions and success rates
- **Collaborated** with other designers to ensure consistency with other products on the platform.
- **Partner** with engineers, product managers and other designers from conception to early implementation
- **Designed and Implemented Style guide/Design System (Dashboard Web Components)** for our team as well as multiple teams in the Paytm domain thereby reducing our **TAT**.

As a Developer [dashboard.paytm.com, business.paytm.com]

- Implemented **CSS Methodology(BEM)** for Paytm dashboard thereby reducing the TAT for the development of new modules.
- Used **Atomic CSS** framework for feedback Engine on Paytm Dashboard.
- **Implemented SCSS Linting** for a better workflow and to manage the code quality in a better way; thereby improving the handoff cycles
- Responsible for setting up CSS structure of the whole dashboard

Taxivaxi | Web Designer

Aug 2016 - May 2018

Corporate Portal, taxivaxi.com, travelparo.com

- Redesigned corporate Employee App. Improving the user experience of the app by placing and finding travel bookings for admin easily.
- Improved corporate booking workflow which helped in onboarding new clients with ease.
- **Designed** a Driver's app to help SPOCs to track the details of the vehicle.

SKILLS

- Design tokens, theming, components, versioning, migration playbooks, contribution governance, release notes, spec automation, Figma Variables/Variants, Tokens Studio, Style Dictionary, Storybook, Jira, Slack workflows.
- Front-end: HTML5, CSS/Sass, BEM, SCSS linting; familiarity with design-token pipelines.

CERTIFICATIONS & EDUCATION

- **Human Computer Interaction - HCI**, IDF
- **Design Thinking**, IDF
- **User Experience: The Beginner's Guide**, IDF
- **Foundations Of User Experience (UX)**, Google
- **Bachelor Of Computer Applications (2012- 2015), GGSIPU**, Computer Science – 75%