

Rahul Sharma.

Design Lead, UX/UI · Design Systems & Creative Direction · 7+ Years

rahulsharmadesign.com

rysharmaa@gmail.com

linkedin.com/in/rahulysharma

Summary

Lead UX/UI Designer with **7+ years** delivering high-impact design at scale: 5,000+ screens, 32+ products, and 1,500+ quarterly creatives with a 90% first-pass approval rate. Secured three promotions in 3 years at Media.net across 3 business verticals. AI-integrated workflow using Claude, Codex, Cursor, and Figma Make to ship production-ready work independently. Leads a 4-person design team and partners with 15+ engineers, PMs, and marketers, from 0→1 concepts to design systems at scale.

Experience

Team Lead UX/UI Designer

Jun 2022 – Present

Media.net

Sr. UX/UI Designer → Module Lead → Lead Designer → Team Lead in 3 years

- Leading a 4-member UI/UX design team across Education, Auto-Lead Gen, and Content Monetization verticals, building an AI-integrated design process using Cursor and Claude to automate platform layouts and creating an internal prompt playbook that reduced production time from **weeks to hours**.
- Architected the UX for **Bytes**, a native short-form video product; delivered **40+ responsive layouts** and directed **8,000+ motion creatives**. Developed an internal hook-unit generator to enable rapid A/B testing across ad formats.
- Designed **CheckIn**, a proprietary AI task-management tool within Flock; owned the complete lifecycle from information architecture to final UI, achieving **organic company-wide adoption** with zero mandated rollout.
- Ran the creative pipeline producing **1,500+ quarterly ad creatives** for global publishers like Forbes and Yahoo!, maintaining a **90% first-pass approval rate** through rigorous visual standards and iterative testing.
- Launched **40+ marketing platforms** via an AI-first approach using Framer, Webflow, and WordPress; owned end-to-end front-end implementation to eliminate developer dependencies and accelerate time-to-market.
- Developed 3 comprehensive internal design systems, including component libraries and tokenised style guides, resulting in a **30% increase in team workflow efficiency** across business units.

Senior UX/UI Designer

May 2020 – Jun 2022

Rejolut Technology Solutions

- Led a **6-member UI/UX design team**, mentoring designers on craft and quality standards and delivering **32+ full-cycle products (5,000+ screens)** across blockchain, e-commerce, healthcare, gaming, and aviation verticals.
- Established **Rejolut's design practice from scratch**: built its first tokenised design system and component library, and introduced a Discover → Define → Test process adopted across all product teams and **10+ domains**.
- Drove a **35% boost in conversion rates** and **20% increase in user engagement** across live platforms through interaction design overhauls, information architecture restructuring, and iterative usability testing.

Selected work

Flekh

Video collaboration platform

rahulsharmadesign.com/flekh

OurKarma

Rewarding good deeds

rahulsharmadesign.com/ourkarma

KPCA

Brand identity

rahulsharmadesign.com/kpca

Awesome

Gifting brand identity

rahulsharmadesign.com/awesome

Skills & Tools

AI & Generative

Cursor, Claude, Figma Make, Lovable, Codex, Higgsfield, Framer AI

Design

Figma, Sketch, Framer, Webflow, Blender (basic)

Creative & Motion

Adobe Suite (Premiere Pro, After Effects, Illustrator, Photoshop)

Collaboration

Jira, ClickUp, Monday.com, Notion, Agile / Scrum, Design Ops

Expertise

UI/UX Design · Interaction Design · Visual Design · Design Systems · Creative Direction · Component Design · No-Code Development · AI Workflows · Usability Testing · Design Leadership · Cross-functional Collaboration · Agile / Scrum · Design Operations

UX/UI Designer (Contract)

Sep 2019 – May 2020

Rejolut Technology Solutions

Contract-to-hire: invited to join full-time based on project performance

- Redesigned live web and mobile platforms for clients including EarthID, Blockapps, and Proactive for Her, raising client satisfaction to **90%**; the work led to a full-time offer.

Freelance UX/UI Designer

2019 – Present

Independent

- Designed **Carat Logic**, a diamond and gem inventory SaaS platform for a Belgium-based client; delivered complex data table UX, inventory management flows, and complete visual design system.
- Designed end-to-end UX/UI for **Wellora**, an AI health assistant app for an Australian client; owned user flows, interaction design, and complete visual UI from wireframe to final screens.
- Designed **Hausleads**, a property deal and agent management SaaS platform for a Canadian client; covered information architecture, interaction design, and full visual UI system.

Production Head

Feb 2016 – Sep 2019

Doors & Doors System

- Managed design, certification, and delivery of **6,000+ fire-rated and standard doors** for Reliance Oil & Gas, Jio World Trade Center, Lodha, TATA, and Häfele, demonstrating large-scale project ownership and stakeholder management.

Side Ventures

Founder & Lead Designer

2023 – 2025

Flekh.com

- Designed and built a video collaboration platform end-to-end (comparable to Frame.io) as sole designer for 1.5 years; owned UX architecture, interaction design, UI system, and complete product design from concept to launch.

Founder & Creative Director

2024 – Present

Neera Food Lab · neerafoodlab.com

- Built and grew a food-focused content brand across Instagram, YouTube, and Threads: **450+ videos, 100K+ YouTube subscribers, 65K+ Instagram followers**, full visual identity, and multi-platform content strategy.

Education

Post Graduation, Pipe Design Engineering

All India Rank 10th · 2015

Bachelor of Engineering, Mechanical

First Class · 2011 – 2015

Certification

Foundations of UX Design

Google