

Aaditya Sharma

SENIOR PRODUCT DESIGNER · DESIGN SYSTEMS & SAAS

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SUMMARY

Senior Product Designer with 7 years at Brainstorm Force, operating as the sole designer across a 20+ product SaaS ecosystem. Built the cross-product design system that now underpins every product in the suite. Frontend engineering background (React, CSS, shadcn) — I prototype in code and own QA through to ship. Specialize in 0-to-1 product work: information architecture, interaction design, accessibility, and edge-case coverage that holds up in production.

SKILLS

Design: Product Design · Design Systems · Interaction Design · Information Architecture · Accessibility (WCAG) · User Research · Prototyping

Engineering: HTML · CSS · JavaScript · React · shadcn · Storybook

Tools: Figma · Storybook · Miro · Notion · Jira

AI in Workflow: Uses Claude and Codex for research, rapid prototyping, and spec generation to compress design-to-build cycles.

EXPERIENCE

Senior Product Designer (IC Lead) — Brainstorm Force

Mar 2021 – Present

- Sole designer across a 20+ product SaaS ecosystem, owning every stage from information architecture and interaction design through developer QA and post-launch iteration. Flagship work spans SureRank (SEO), Ottokit (automation), SureForms (forms), and SureDonation (giving).
- Built a cross-product design system from scratch: 45+ components documented in Figma and Storybook, now adopted across all 20+ products. Cut per-feature design time ~40% and shortened engineering build cycles. Later migrated the foundation to shadcn, giving design and engineering one shared system, built on a 4-tier design-token architecture.
- Designed the SureForms form system end-to-end — components, multiple skins, and interaction design across focus, error, validation, and empty states. Ran a WCAG accessibility audit and specified compliant color scales, fixing contrast failures before they shipped.
- Designed native AI integrations across multiple products, surfacing AI at the highest-motivation moment in each workflow rather than as a bolt-on feature, improving adoption without disrupting existing user patterns.
- Partnered with PMs and POs on pre-design strategy — defining feature scope, success criteria, and user-need frameworks before a single screen was designed. Result: higher kickoff confidence and fewer mid-sprint pivots.
- Mentored 8+ designers across cross-functional product teams. Led one junior designer through a full product rebrand: design-system restructure, component rebuild, and end-to-end UX overhaul.

UX/UI Designer & Frontend Developer — Brainstorm Force

Apr 2019 – Mar 2021

- Designed and developed product websites, bridging design and frontend implementation within the same workflow and reducing design-to-engineering handoff friction.
- Built responsive interfaces in HTML, CSS, and JavaScript, working across research, interaction design, and visual design inside Agile teams.

EDUCATION

Master of Computer Applications — Dr. D. Y. Patil Institute of Management & Sciences, Pune 2016 – 2019

Bachelor of Computer Applications — Institute of Management & Sciences, Jammu (J&K) 2012 – 2015