Shraddha Shrivastava

Product Designer | UX/UI | Visual Designer

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SUMMARY

Product designer (UX/UI) focused on design systems and design-to-code. Most recently the sole designer at Ekly, an AI studio for video, voice, and brand: built a Tailwind token library used daily by 20+ people and shipped a 200+ component product across light and dark themes. Works end to end in Figma and ships to production directly with Tailwind, the Figma MCP, and Claude Code.

EXPERIENCE

Independent Product Designer 2024 - Present

Self-initiated and freelance, Bengaluru, India

- Engineered an AI shorts pipeline in Node.js end to end, turning 1 topic into a finished vertical video across 6 asset types (script, voiceover, music, visuals, titles, thumbnail) from a single JSON blueprint; wired 4 AI services (Gemini 2.5 Flash, ElevenLabs, fal.ai Flux, and Recraft) behind a Next.js app rendered with Remotion and published 15 videos as a working channel.
- Researched and prototyped Milaan, a dating-app concept: 11 user interviews with professionals and postgrads aged 26-35, 5 research-backed product goals, and a high-fidelity prototype on a custom component library that cut the steps to a meaningful match by 40%.
- Delivered Traveling in Turkey, a storytelling-first responsive site on 1 component system across 3 surfaces (desktop, mobile, and a long-form blog); fixed 3 core usability problems and cut on-screen text by ~50% to improve readability.

Product Designer (UX/UI Lead) Nov 2025 - Sep 2026

Ekly AI, Bengaluru, India

- Led a full rebrand of a live AI video platform single-handedly, taking the logo, a 24px icon set, and the color system from Figma to production in 1 release cycle.
- Consolidated color across ~250 files into 1 Tailwind token library, the core of a v2.0 system now used daily by 20+ people.
- Shipped work straight to production with Claude Code and the Figma MCP, migrating the UI to semantic tokens across 100+ files with 0 visual regressions in an active 8-engineer repo.
- Designed 2 themes (light and dark) across a 200+ component editor, resolving dense layouts with floating panels and bottom sheets.
- Produced 8+ AI videos in-house on Ekly's own platform: an episodic tutorial series for the landing page Guides, plus social media marketing videos.

SKILLS

Design: Product Design, UX/UI Design, Design Systems, Design Tokens, Design-to-Code, 0-to-1 and AI Product Design, Responsive Design, Branding, Logo Design

Process: User Research, User Interviews, Wireframing, Prototyping, User Flows, Information Architecture, Cross-functional Collaboration

Tools: Figma, Figma MCP, VS Code, Claude Code, Tailwind CSS, Framer, NotebookLM, ChatGPT, Codex

EDUCATION

Master of Science (MSc), Physics
National Institute of Technology, Tiruchirappalli (NIT Trichy)

Bachelor of Science (BSc), Physics, Chemistry, and Mathematics
CHRIST (Deemed to be University)