

# Siddhant Shakya

## Senior Product Designer

[siddhantshakya.in](https://siddhantshakya.in)

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### WORK EXPERIENCE

#### Senior Product Designer – UX **Kuku FM**

April 2025 – Present

Designed FreeDrama's gamified Rewards System, a task-based coin economy that built daily engagement habits & improved user retention by 5-7%

Built Design System 2.0 (80+ components, 4 products), cutting handoff time by ~30% with consistent cross-platform UI

Designed a content management tool (CMS) for 25+ content team members, covering show production from script to final episode

Designed Mini Games across 3 apps, averaging ~3K plays/day

Led the Guru app redesign (Light Mode) to improve readability & usability, contributing to a 22% increase in DAU

Created brand guidelines for 4 apps and led website & campaign design, building a unified brand identity

Owned Design UAT across 20+ releases, cutting post-release UI defects by ~35% and improving build quality & consistency

#### Product Designer **RocketPay – B2C FinTech**

Jul 2024 – Apr 2025 (9 months)

Simplified the loan application journey by designing intuitive & accessible flows, reducing application steps by ~30%

#### Design Consultant **PlusGold – as seen on Shark Tank India S3**

Feb 2024 – Jul 2024 (6 months)

Improved the onboarding experience to reduce drop-off, increasing onboarding completion by ~15%.

#### Lead Product Designer **Walfin Tech. Pvt. Ltd. (YC S21)**

Jan 2022 – Jan 2024 (2 years)

Led product design across 3+ AI and Web3 products, taking early-stage products from discovery through execution

Built design systems and component libraries with 60+ reusable components, establishing consistent UX patterns across products.

Drove early-stage design for multiple products, shaping user flows and rapid prototypes to validate ideas quickly.

### EDUCATION

#### NID Ahmedabad **B.Des**

2018–2022

Industrial Design  
Department

### SKILLS

Design Thinking

Design Documentation

UX Design

UX Research

Accessibility Design

Wireframing & Prototyping

Visual Designing

Branding

Design UAT

Claude

ChatGPT/ Gemini

Figma/FigJam/Figma Make

### SOCIALS

#### LinkedIn

[www.linkedin.com/in/siddhant-shakya](https://www.linkedin.com/in/siddhant-shakya)