



Namaste, I'm Sanil Modi

Product Designer — Design Systems

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Product Designer specializing in **Design Systems** with 10+ years of experience building token-driven architectures, Figma plugins, and Flutter-integrated workflows—leveraging AI-assisted workflows to reduce design debt and accelerate engineering velocity.

Experience

Angel One Product Designer

Oct '22 - Present
Remote/Mumbai

- Leading the development of a Flutter-ready design system with multi-theme support, enabling scalable design-to-code workflows and accelerating token generation and documentation through AI-assisted workflows
- Built a suite of internal Figma plugins (token export, design audits, accessibility validators, migration tooling) to improve adoption, reduce inconsistencies, and streamline design workflows
- Led the development of a cross-platform design system (iOS, Android, Web), standardizing UI patterns and establishing component documentation and contribution guidelines (Storybook-aligned)
- Scaled design system adoption across ~30 designers, integrating it into daily workflows and driving ~30K component insertions per month
- Delivered high-impact product outcomes:
 - SIP flows (~10K daily creations, ~100K daily users)
 - Refer & Earn (+50% adoption, 45% conversion, +12% trade-ready users)

Crypso Product Designer

Oct '21 - Oct '22
Bangalore

- Redesigned onboarding and KYC flows for a crypto trading platform, improving completion rates to ~70% and reducing drop-offs in a high-friction regulatory journey
- Enhanced discovery and personalization to help users navigate complex crypto concepts and shorten the learning curve
- Designed a native payment experience to enable seamless in-app transactions, eliminating dependency on external payment gateways
- Established design system foundations (color, typography, iconography, components, and interaction patterns) to drive consistency and scalability across the product

CasaOne Product Designer

Jul '21 - Oct '21
Bangalore

- Designed a Group Buy experience leveraging social validation and scarcity to increase order volumes and optimize product pricing

Fynd (Jio) Product Designer

Mar '18 - Jun '21
Mumbai

- Streamlined retailer bulk-buy workflows by reducing inventory and pricing complexity, improving clarity and decision efficiency
- Corona Striker & Social Doori, hyper-casual games to drive COVID-19 awareness, reaching 100K+ users

ScoopWhoop Graphic Designer

Jan '17 - Feb '18
Delhi

- Designed pop culture-driven visuals and motion graphics to increase engagement and click-through rates

Education

Bachelor of Architecture (B.Arch)
NIT- Bhopal