



Sushant Kumar

Product Designer & Builder

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Professional Profile

Product Designer with 2+ years building complex web apps, fintech settlement flows, and token systems. I work end-to-end with engineering: from low-level UX architecture and DB auth to live Framer production builds



Work Experience

UI/UX Designer

Cash Friend Fintech Pvt. Ltd. · Full-Time

Noida, India

Oct 2023 to Jan 2026

- Led end-to-end design of a **BBPS-integrated money-settlement platform**, partnering daily with frontend and backend engineers from concept through handoff.
- Designed a settlement dashboard from scratch on a **token-based design system** that processed **₹1.2+ Cr** in merchant settlements within its first month live.
- Designed and shipped a **5-step merchant onboarding flow** that onboarded **2,800+ merchants in a single month** with minimal back-and-forth support.
- Built **HRM and Tax-Management modules** from zero, standardizing components and styles with a reusable design-token system.
- Built and maintained the company website (gocashmate.com) in Framer, implementing **role-based access control (RBAC)** auth via Supabase and custom Framer code components.
- Represented the company at the **Global Fintech Festival** and launched its **0→1 social identity** across LinkedIn and Instagram with original photo/video content.



Personal Projects

BlaBlaCar Case Study

Redesigned ride-sharing booking flows to cut cancellations and boost rider's trust on P2P rides.

Rotato (Godot Game) Building

Designing 2D physics mechanics and level prototypes in Godot engine.

StackAlign (AI Tool · Live)

A small step designed before the Anthropic's Skill feature, with the same Idea.



Education

HNB Garhwal University (Central University)

Bachelors in Information Technology

2020



Top Skills

User Research

Experience Mapping

Information Architecture

Wireframing

Prioritization Frameworks

Design System

Design Tokens

Prototyping

Interaction Design

Usability Testing

Handoff

Agile Methodologies

Miro

Principle

After Effects

Photoshop

Jira

Notion

HTML

CSS

Wordpress

Figma

Framer

Supabase

RBAC / Auth

Next.js



Certifications

Design Thinking: Ultimate Guide

Ongoing

Interaction Design Foundation (IxDF)

Object-Oriented UI Design (OOUID)



Interaction Design Foundation (IxDF)

Product Design with AI



Interaction Design Foundation (IxDF)

Google UX Design Certificate



Google · Coursera



Languages

Hindi

Native

English

Professional Working Proficiency

German

Beginner (A1) · Learning