

Hemant Kumar

Principal Product Designer

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01 SUMMARY

Principal Product Designer with 14+ years shipping intuitive, scalable products across mobile and web — increasingly focused on the systems beneath them. I architect token-based design systems that separate styling from structure (most recently ~280 tokens across three tiers at ShopDeck), and I lead end-to-end UX on consumer products at scale (Zupee, Zynga, Scopely). I also work fluently with AI-assisted, agentic build workflows — building a live, token-driven portfolio system with Claude Code. Comfortable owning the line from strategy to shipped screens.

02 SKILLS

Design systems — Token architecture (primitives → semantic → component), theming & presets, component libraries & variants, design–dev handoff.

Product & UX — End-to-end UX, interaction design, mobile-first design, usability synthesis, A/B-test support.

AI-assisted workflow — Agentic design-to-code with Claude Code & Cursor, AI prototyping, design-led shipping.

Tools — Figma (Auto Layout, Components, Variants, Tokens), Adobe Creative Suite.

Platforms — iOS · Android · Web.

03 EXPERIENCE

Principal Product Designer — ShopDeck

Nov 2025 – Mar 2026

D2C commerce · storefront design system

ShopDeck builds and runs online storefronts for small D2C brands.

- Architected a **token-based design system** that replaced five rigid, hard-coded store templates with one scalable foundation — fixing a dated look and a 5× maintenance tax in a single move.
 - Designed a **three-tier token architecture** (~280 tokens: primitives → semantic roles → component tokens) with nothing hard-coded, fully separating styling from structure.
 - Built the component library (buttons, cards, banners, page sections) with every property bound to a token, then recreated all five legacy themes (Line, Round, Premium, Basic, Cosmetic) as presets of the one system.
 - Delivered **100% of design scope** — inventory, token architecture, component library, five themes — documented and handed to engineering for build.
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Lead UX Designer — Zupee

Mar 2021 – Mar 2025

Real-money gaming · millions of MAU

- Led UX for Zupee's first **SuperApp**, consolidating six standalone games into one branded platform without disrupting live users or their wallet balances.
- Built and scaled a cross-platform **Figma design system** for the SuperApp's modular architecture; mentored junior designers on implementation and best practice.
- Designed the entire app in a deliberate black-and-white scheme while branding was still forming — locking layout, hierarchy and interaction so engineering could build in parallel, styling layered on later without rework.
- Owned UX for the IPL Quiz game — **+32% repeat play** via lightweight onboarding, reward loops and timed mechanics.
- Redesigned the homepage for deeper game discovery and trust — **+20% player engagement**.

Sr. Experience Designer — Zynga

Jul 2017 – Mar 2021

Mobile gaming

- Designed UX for Crazy Cake Swap and Black Diamond Casino across mobile platforms.
- Shipped quarterly feature rollouts including retention experiments and reward systems.
- Contributed to A/B-test designs that improved session duration and retention.

Sr. UI Designer — Scopely (GSN Games)

Jul 2012 – Jul 2017

Casual & casino mobile games

- Developed cross-platform UI styles for Bingo Bash across iOS, Android and Facebook.
- Cut dev-handoff friction and lifted handoff speed ~30% through standardization.
- Delivered pixel-perfect visuals and interactive prototypes.

04 SELECTED PROJECT

hemantk.com — live token-driven portfolio system

2026

- One frozen structure that re-skins into five real design languages by swapping design tokens — built agentically with Claude Code. A working demonstration of the token architecture and AI workflow above.

05 EDUCATION

HCI Certification — Interaction Design Foundation (2020)

Professional Certificate in Web Design — Arena Animation (2008–09)

Bachelor of Arts — IGNOU (2007–10)