

# PUNEET SHARMA

**Senior Product Designer | Design Systems • UX/UI • AI-Assisted Design Operations**

Gold Coast / Brisbane, Queensland

Australian Citizen • Full Australian Working Rights

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## PROFESSIONAL SUMMARY

Senior Product Designer with deep experience across design systems, UX/UI, SaaS and AI-enabled product development.

At Lendi Group, I was part of the cross-functional taskforce responsible for building, maintaining and contributing to the organisation's shared design system across Figma and Storybook. I worked closely with UX, Engineering and Product teams to improve component quality, consistency, scalability, documentation and implementation across complex digital products.

More recently, I contributed to efforts to agentify the design system, exploring how AI and agentic workflows could improve component discovery, generation, documentation, usage guidance and design-to-code collaboration.

Previously, as Founding Product Designer at Daelibs, I built the organisation's initial design system from the ground up, establishing reusable components, patterns and design-to-engineering workflows that reduced UI inconsistency by more than 50% and helped Engineering ship approximately 20% faster.

I combine strong systems thinking, UX research, interaction design, UI craft and engineering collaboration with hands-on experience using AI tools including Claude Code, ChatGPT and Magic Patterns.

## SELECTED IMPACT

### **50%+ reduction in UI inconsistency**

Built and implemented a scalable design system at Daelibs across web and mobile products.

### **20% faster engineering delivery**

Improved component reuse, documentation and design-to-engineering workflows.

### **30% reduction in design-to-engineering rework**

Introduced earlier collaboration, clearer specifications and reusable patterns.

### **40% improvement in design delivery efficiency**

Established new product and design practices within six months.

### **4.85/5 customer satisfaction**

Led a major information architecture and navigation transformation across a complex fintech platform.

### **AI-enabled design operations**

Contributed to the agentification of Lendi Group's design system and explored AI-assisted workflows across research, design, documentation and implementation.

## CORE CAPABILITIES

### Design Systems & Operations

Design Systems • Figma Libraries • Storybook • Component Libraries • Design Tokens • Reusable Patterns • Design Governance • Component Documentation • Design Standards • Design QA • Design System Adoption • Scalable UI Architecture

### UX/UI & Product Design

Interaction Design • UI Design • Information Architecture • Responsive Design • Complex Workflows • Prototyping • High-Fidelity Design • Usability Testing • Journey Mapping

### AI-Assisted Design & Operations

Claude Code • ChatGPT • Magic Patterns • Agentic Workflows • AI-Assisted Prototyping • AI-Native Design Operations • Component Discovery • Design-to-Code Workflows • Prompt Design • Human-AI Collaboration

### Research, Analytics & Optimisation

Customer Interviews • Field Research • Usability Testing • Behavioural Analytics • Amplitude • Research Synthesis • Product Experimentation • Experience Measurement

### Collaboration & Leadership

Cross-Functional Collaboration • Engineering Partnership • Product Strategy • Workshop Facilitation • Stakeholder Alignment • Design Critique • Mentoring • Design Operations

## TOOLS

Figma • FigJam • Storybook • Claude Code • ChatGPT • Magic Patterns • Amplitude • Notion • Miro • Webflow • Framer • Jira • Confluence

## EDUCATION & CERTIFICATIONS

### Postgraduate in Interactive Media (UX/UI)

Griffith University, Gold Coast

### Certified in Interaction Design: Human Mind and Usability

Nielsen Norman Group (NN/g)

### Diploma in Graphic Design

A.I.C.A Education

### Certificate III in Pre-Press

A.I.C.A Education

## PROFESSIONAL EXPERIENCE

### Senior Product Designer | Lendi Group / Aussie

September 2022 - July 2026 | Australia

Led end-to-end product design across complex customer, broker and internal fintech experiences while contributing to the evolution and operational maturity of Lendi Group's enterprise design system.

#### Design systems and operations

- Served as part of the cross-functional **design system taskforce** responsible for building, maintaining and contributing to the shared design system across product teams.
- Worked across **Figma and Storybook** to support reusable components, patterns, interaction states and implementation consistency between design and production.
- Partnered closely with Engineers to define component behaviours, edge cases, states and production-ready specifications.
- Contributed to design-system governance, documentation, adoption and continuous improvement across multiple product surfaces.
- Helped identify opportunities to reduce duplication, UI inconsistency and design-to-engineering friction through scalable system patterns.
- Contributed to the development of reusable patterns for complex workflows, customer journeys and AI-assisted product experiences.
- Supported implementation quality through design QA and close collaboration with Engineering through delivery.

#### AI and agentification

- Contributed to efforts to **agentify the design system**, exploring how AI and agentic workflows could improve component discovery, generation, documentation, usage guidance and design-to-code collaboration.
- Explored AI-assisted workflows across research synthesis, prototyping, interface generation and product delivery.
- Designed and contributed to conversational AI, AI voice, contract analysis, property valuation and agentic workflow experiences.
- Worked with emerging AI tools and patterns while maintaining attention to trust, transparency, human oversight and usability.

#### Product and UX impact

- Led a major information architecture and navigation redesign that achieved **4.85/5 customer satisfaction**.
- Simplified high-frequency broker workflows, saving approximately **five seconds per case** across significant operational volume.
- Designed conversational AI experiences that contributed to approximately **5% improvement in contact and customer creation**.
- Designed an AI voice experience reaching approximately **2,000 dormant leads per week**, generating **8-10% activation** during early qualification.
- Conducted customer interviews, field research, usability testing, diary studies and contextual inquiry.
- Used Amplitude and qualitative research to identify friction, validate opportunities and measure outcomes.
- Facilitated workshops, critiques and stakeholder sessions across Product, UX, Engineering, Data and Operations.
- Presented research, product direction and emerging AI opportunities to senior stakeholders and broader organisational audiences.

## Founding Product Designer | Daelibs

June 2021 - September 2022 | Australia

Founding designer for a B2B SaaS and IoT services-management platform, responsible for establishing the product design foundations, design system and collaboration practices across web and mobile experiences.

- **Built the initial design system from the ground up**, establishing reusable components, interaction patterns and design standards.
- Created and maintained component libraries supporting an operational web dashboard and mobile application.
- Established clearer design-to-engineering workflows and documentation to improve consistency between design and production.
- Partnered closely with Engineers to define component behaviour, system states, edge cases and implementation details.
- Reduced UI inconsistency by **more than 50%** through reusable components and stronger system governance.
- Enabled Engineering to ship approximately **20% faster** through improved reuse and component consistency.
- Reduced design-to-engineering rework by **30%** through earlier collaboration and clearer implementation guidance.
- Shortened concept-validation time from approximately three weeks to one through rapid prototyping and iterative testing.
- Improved overall design delivery efficiency by **40% within six months**.
- Conducted research with operators, technicians and service teams to ensure system patterns reflected real user needs.

## Product Designer | Digital Crayon

November 2020 - June 2021 | Australia

Delivered UX/UI and product design across client engagements.

- Designed responsive interfaces, reusable components and digital product experiences.
- Created component libraries supporting consistency and future product development.
- Led information architecture, user flows, wireframing, prototyping and detailed UI design.
- Conducted usability testing and incorporated findings into product iterations.
- Collaborated directly with developers through design and implementation.

## Earlier Design Experience

2010 - 2020 | Australia

Senior digital and creative design roles spanning digital products, SaaS tools, customer experience, brand and advertising, including work with Easil, Copirite, ALH Group and other Australian organisations.