



RISHABH MAINDARGI

PRODUCT DESIGNER • UI/UX DESIGNER

Turning research into products people actually enjoy using — for 5M+ WordPress sites and counting.

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PROFILE

Product Designer and UX Researcher with 8+ years designing digital products used across millions of WordPress installations, including Astra, CartFlows, and Spectra. I move fluidly between craft and strategy — research, wireframes, high-fidelity UI, design systems, and increasingly, product and AI feature architecture. I care about design that's not just beautiful, but earns its place by solving a real, validated problem.

SKILLS & TOOLS

Product Design	UX Research	Design Systems	Wireframing
Prototyping	Competitive Analysis	A/B Testing	Usability Testing
Claude & ChatGPT	WordPress	UAT & QA	AI-Assisted Research & Design

EXPERIENCE

Associate Product Manager (Product Design)

Sep 2024 – Present

Brainstorm Force · Remote

- Continued full ownership of end-to-end UI/UX design across Brainstorm Force's WordPress products despite a title shift into product management — market and user research, competitive analysis, high-fidelity UI, and design systems for CartFlows and related products.
- Designed and architected CartFlows' AI-powered upsell suite — a five-stage recommendation pipeline with a tiered confidence system, and a shared Product Relevance Engine powering both Order Bump AI and Frequently Bought Together.
- Redesigned the Order Bump settings UI end-to-end (multi-bump accordion, live preview, skin picker), validated through an interactive prototype.
- Ran competitive research against FunnelKit, WPFunnels, and other checkout/funnel builders to inform feature prioritization and pricing strategy.
- Led product analytics work across CartFlows, Modern Cart, Cart Abandonment Recovery, and Power Coupons using ClickHouse, GA4, and Windsor — tracking active-site growth, refund rates, and A/B test performance to guide roadmap decisions.
- Managed customer support and UAT workflows in FreeScout, including sentiment analysis across support tickets, phishing-incident response coordination, and QA/bug triage.

Senior Product Designer

Nov 2020 – Sep 2024

Brainstorm Force · Pune, India · Remote

- Provided leadership and mentorship to a team of Product Designers and Design QA.
- Owned end-to-end design for major releases of Astra (1M+ active installations) and Spectra, including Astra WordPress Theme 4.0 and Spectra Website Builder 2.0.
- Conducted market and competitive research to inform product design decisions across the WordPress product suite.
- Built and maintained design system consistency across multiple concurrently-shipping products.

UI Designer & Developer

Feb 2018 – Oct 2020

Brainstorm Force · Pune, India · On-site

- Contributed to design and front-end implementation for several of the most widely used WordPress themes and plugins, including Astra, Starter Templates, CartFlows, and Ultimate Addons.

- Delivered wireframes, mockups, and production-ready UI across multiple product lines.

SELECTED PROJECTS

CartFlows — Order Bumps & AI Product Suite

2025 – Present

- Led end-to-end product development for the CartFlows suite — from research to product launch — across CartFlows, Modern Cart, Power Coupons, and Cart Abandonment Recovery.
- Redesigned the CartFlows UI entirely, including a full revamp of the CartFlows website.
- Redesigned a core revenue feature (Order Bumps) and architected the shared recommendation engine behind two AI features — Order Bump AI and Frequently Bought Together — including a five-stage recommendation pipeline with a tiered confidence system.
- Drove market research, competitor analysis, pricing strategy, and roadmap planning to guide product direction.
- Owned key design decisions across the product suite, balancing user needs with business and technical constraints.
- Brought multiple new features to market across CartFlows, Modern Cart, Power Coupons, and Cart Abandonment Recovery.
- Partnered cross-functionally with Support and Marketing teams to align on launches, messaging, and customer feedback.

Astra WordPress Theme 4.0

Sep 2022 – Jan 2023

- Owned end-to-end design for a major version release of a theme installed on 1M+ active WordPress sites.
- Led competitive research against other leading WordPress themes to identify gaps and opportunities.
- Conducted a SWOT analysis to inform positioning and prioritize where the redesign should focus.
- Ran feature comparison and UI/UX comparison studies against competing themes to benchmark the experience.
- Designed new mockups for the reworked customizer and site-building experience based on research findings.
- Polished the final UI through UAT cycles, sharing design feedback and iterating with engineering before release.

Spectra — Website Builder 2.0

Mar 2022 – Aug 2022

- Led product design for enhancements to the default WordPress block editor as part of Spectra's website builder experience.
- Conducted competitive research against other page builder plugins to identify differentiation opportunities.
- Ran a UI/UX comparison specifically for design controls to benchmark ease of use against competitors.
- Designed new mockups translating research findings into concrete design improvements.
- Polished the final UI through UAT cycles, sharing design feedback and iterating with engineering before release.
- Improved the overall user experience of the website builder based on research and testing insights.

ADDITIONAL EXPERIENCE

- Product analytics & experimentation: Led before/after impact analysis across seven initiatives in a Q2 2026 Recovery & Growth Plan using ClickHouse, GA4, and Windsor; ran A/B pricing test analysis via Sigmize across four tests.
- UAT & QA: Owned UAT and pre-release testing workflows across CartFlows, Modern Cart, CAR, and Power Coupons — surfacing bugs, tracking issues in GitHub, and validating fixes before release.
- Research synthesis: Ran a ~6-month FreeScout support-ticket sentiment analysis, surfacing a critical WooCommerce Stripe Gateway breaking change and a mobile guest-checkout session bug.
- Incident response: Coordinated stakeholder communications and support macros during a phishing/impersonation scam response affecting customers.

CERTIFICATIONS & EDUCATION

Membership Certificate — Interaction Design Foundation (IxDF), Issued Feb 2022 (Credential ID 125985)

Diploma in Computer Science — KLE's C.B. Kore Polytechnic, Chikodi