

RISHABH MAINDARGI

SENIOR PRODUCT DESIGNER • UI/UX DESIGNER

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PROFILE

Senior 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 • Figma • FigJam • Design Systems • Wireframing • Prototyping • Interaction Design • Information Architecture • Competitive Analysis • A/B Testing • Usability Testing • UAT & QA • WordPress & WooCommerce • Cross-functional Collaboration • AI-Assisted Research & Design (Claude, ChatGPT)

EXPERIENCE

Senior Product Designer (Product Management Scope)

Sep 2024 – Present

Brainstorm Force • Remote

- Retained full ownership of end-to-end UI/UX design across 4 CartFlows product suite products following a title shift into product management, spanning market and user research, competitive analysis, high-fidelity UI, and design systems for CartFlows and related products.
- Designed and architected CartFlows' new features, including Order Bump A/B Test, Analytics, Canvas Builder, and 3+ AI-powered features with improved UX and usability.
- Redesigned the CartFlows products' UI across 30+ screens/flows, handling the end-to-end development process from research, design and development to usability testing and launch.
- Directed competitive research across 5+ competitors for product feature roadmap, quarterly planning, and feature prioritization with pricing strategy.
- Drove product analytics 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 for all 4 products to guide roadmap decisions.
- Managed customer support and UAT workflows in FreeScout, including sentiment analysis across daily 10+ support tickets and QA/bug triage.

Senior Product Designer

Nov 2020 – Sep 2024

Brainstorm Force • Remote

- Led and mentored a team of 4 Product Designers and Design QA.
- Owned end-to-end design for 5+ major releases across the company's flagship products — Astra, ZIPWP, and Spectra — collectively used by 8M+ active installations.
- Ran market and competitive research across 4+ competitors to make product design decisions across the WordPress products.
- Built and maintained design-system consistency across 8+ products.

UI Designer & Developer

Feb 2018 – Oct 2020

Brainstorm Force • Pune, India • On-site

- Contributed to design and front-end implementation for 8+ marketing websites.
- Independently created the eLearning management website "SkillJet" end-to-end, including 5+ landing pages, course management, and student management, supporting 5+ courses at launch.
- Delivered 10+ wireframes and mockups for production-ready UI across all major company products.

SELECTED PROJECTS

CartFlows Product Suite

2024 – Present

- Owned end-to-end product design and development for 4 products across the CartFlows product suite.
- Executed competitive research across key competitors to identify opportunities and shape the product roadmap.
- Headed a cross-functional team of 4 developers, 3 marketers, and 1 QA, while owning product design and product management.
- Partnered with stakeholders to define product goals, plan the roadmap, and make key product decisions.
- Guided user research, market analysis, and user sentiment analysis to understand customer needs and improve the product experience.
- Improved the UI and end-to-end user experience across all 4 products.

Starter Templates — Plugin UX & AI Site Generation

2023 – 2024

- Redesigned the plugin UI to make template discovery, browsing, and importing easier.
- Researched and planned the integration of AI site generation, covering prompt design and end-to-end user flows.
- Mapped user flows for AI-powered websites, pages, and sections.

- Collaborated closely with developers to refine the overall UX and ensure designs translated well into the product.
- Ran user acceptance testing (UAT) to refine the UI and end-to-end experience before release.
- Mentored a team of Web Designers on the structure, layout, and UX of AI-powered website, page, and section templates.

Astra WordPress Theme — Major Version Redesign

Sep 2022 – Jan 2023

- Spearheaded competitive and SWOT analysis of leading WordPress themes to identify opportunities for a major product redesign.
- Crafted the complete theme customizer experience, including UI components, controls, and the design system.
- Partnered with developers to improve usability and the overall product experience.
- Performed final user acceptance testing (UAT) and helped prepare the product for release.

Spectra Website Builder — Block Editor Enhancements

Mar 2022 – Aug 2022

- Steered product design for the WordPress block editor experience within Spectra's website builder.
- Carried out competitive analysis of leading page builder plugins to identify UX gaps and opportunities for differentiation.
- Shaped the page builder experience, including UI elements, tools, controls, and the design system.
- Coordinated closely with developers to improve the overall UX and ensure the designs were practical to build.
- Completed final user acceptance testing (UAT) before release.

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 — 2017