Manyu Varma

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Summary

Lead Designer, Design Systems in UX Foundations at Salesforce, Bengaluru. I design the systems that help designers, builders and AI agents do good work: agentic UX patterns, design-system tooling and the evaluation and guidance layers behind AI-assisted design. I build with AI as a designer, directing agent teams through explicit review gates.

Experience

Lead Designer, Design Systems, UX Foundations, Salesforce · Bengaluru — Jan 2025 – Present

- Wrote the cross-product guideline for how people start conversations with AI agents. Audited 7 entry points across product teams and turned them into one framework for starting AI conversations. Took the guideline through review with 9–12 product teams, without authority over any.
- Led an unmoderated, counterbalanced usability study of a no-code theme builder. In 15 of 16 sessions, the participant preferred sliders over dropdown presets. All 8 of the study's recommendations were adopted in the design.
- Designed and ran a multi-agent pipeline that drafts foundation guidelines for Salesforce's interface guidelines program. Under 1 hour to a draft ready for review, against about a week by hand, by my estimate. I make the 7 key decisions in each run, from approving the research to signing off publishing; agents come back to me only when a check gets stuck.
- Built release tooling for Salesforce's Figma libraries without dedicated engineering, from a changelog plugin to Publish Check, a macOS review app co-built with Claude Code agents. Co-wrote the team-wide release process. With Publish Check, reviewing a library release takes about 20 minutes on average, down from about 3 hours by hand.
- Redesigned an internal AI skill library's site with evaluation built in, and built its front end with Claude Code agents (in review, not yet merged). Engineering consolidated its separately run eval packages, 3 → 1, following my visual design and IA.
- Co-host of APAC design-system office hours; venue lead for a Design Days Bangalore event; intern mentor.

Senior Design System Designer, Mindtickle · Bengaluru — Feb 2024 – Jan 2025

- Built and led Stencil, Mindtickle's design system, mostly as a one-person team, at times leading a team of 2 (3 including me). Designed its three-tier color and typography token architecture with the engineering team. 4 of 5 products had moved over 90% of their colors to the new tokens when I left.
- Designed and ran Stencil's governance model, with a contribution lane and an RFC template. Under 6 hours on average to decide a request, down from 3 days, with the new process and the documentation tool together. Undocumented one-off components in design, known as snowflakes, went 6 → 0 in one quarter.
- Led the design-system roadmap and OKR process. It took 2 weeks from the first brainstorm to a roadmap that leadership approved, spanning 5 to 6 quarters. The team met all 6 key results in the plan's first quarter, and 5 of 9 in the second.

Lead Designer, Design Systems, Gojek Mar 2022 – Feb 2024

- Led Asphalt's mobile design-system team of 5 as a lead IC, owning the roadmap, OKRs and team rituals. Drove OKR planning for two cycles and a 2-year vision with design, product and UX engineering leadership.
- Across 2 products combined, design-system adoption went 47% → 83% in under 3 months, in the product groups we trained in hands-on workshops. Product teams went from contributing 0 → 6 components a year after the contribution SOP, which I wrote.
- Set up a version release program for the design libraries: semantic versions, weekly release notes and lifecycle SOPs. The libraries shipped as 6 numbered releases, v2.1.0 to v2.6.0.
- Co-led the restructure of Asphalt's color tokens with a teammate, and owned the gradient fix and the brand/functional split. In light mode, single gradients that pass WCAG AA with white text went from 1 of 6 to 6 of 6. The token files to edit for a new brand color went from 16 to 4.
- Owned text scaling for the Gojek app, and shipped an override of the phone's text size after funnel data showed larger text didn't drive drop-offs.
- Co-led GoFood's redesign review. Across the 16 reviewed components, average design-system adoption went 83% → 99.8%, as scored by the lint plugin. The review saved an estimated 5,906 hours of build and support work.
- Owned the bottom navigation redesign end to end. Adoption grew from 1 product to 6, and it set a component documentation template.

Senior Interaction Designer, Asphalt Design System, Gojek Jan 2021 – Feb 2022

- Co-wrote the charter and set up Asphalt's design-system team from the ground up with a teammate: its cadences, workflow touchpoints and way of working with UX engineering.
- Co-led moving Asphalt's libraries and product files to Figma, writing the onboarding guide and running the workshops. By my estimate, one tool also saved $26,000+ a year in licences.

Interaction Designer, Gojek Mar 2020 – Dec 2020

- Designed the tipping widget for Gojek's transport services with product designers and the motion design team. It increased the average tip amount by 60%.
- Redesigned the end-to-end GoBox logistics experience with a teammate, from the home screen through booking to order tracking.

Senior UI Designer, QBurst Jul 2019 – Feb 2020

- Created end-to-end designs of a car-service mobile app for an automotive client, for both customers and dealers.
- Led a team of four designers to the final round of an internal product-pitch competition.

UI Designer, QBurst Sep 2016 – Jul 2019

- Designed iOS, Android and web screens for clients across a wide range of domains, plus marketing material for digital and print.

Education

Model Engineering College: Bachelor's Degree, Electronics and Biomedical · 2012–2016 · First Class

Design manager of the college technical newsletter, Terminal; design head and sub-editor of the college magazine.

Skills & tools

Skills: Interaction and behavior design for AI agents · Design systems: patterns, tokens, release operations, QA · UX research: study design, counterbalanced A/B tests, mixed-methods synthesis · Information architecture and taxonomy · Evaluation and metrics design for AI output · Designing and orchestrating AI agent workflows with human approval gates · Guidance writing for people and AI agents · Accessibility (WCAG 2.2 AA) · Facilitation, workshops and enablement

Tools: Figma, FigJam, Figma Plugin and REST APIs · Claude Code, Cursor, multi-agent workflows, MCP · HTML, CSS, TypeScript, React, Node, Postgres, Python · Playwright, Vitest · UserTesting · Google Workspace, Slack