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Design Engineer with 7+ years of experience building web-first products across Web3, streaming, and e-commerce. I combine product design, frontend engineering, and motion to create polished, high-performance user experiences. Most recently I designed and built Ditther, a browser-based creative editor, owning every part of the product from the first line of code to the first paying customer.

May 2026 - Present

## Founder & Product Engineer

Ditther (ditther.com) · **Bangalore, India**

Built Ditther from scratch using HTML, CSS, and vanilla JavaScript, a creative tool for turning images and videos into stylized visuals using dither effects, animation, and one-click creative workflows. Shipped 3 major releases with 50+ features, reaching 100+ daily active users and 25+ paying customers.

Owned the entire product from idea to launch, including product design, frontend engineering, design system, authentication, payments, deployment, motion, and product videos. Leveraged AI-assisted development to prototype, build, and ship features rapidly while maintaining product quality.

April 2022 - May 2026

## Founding Designer

Polynomial Protocol (polynomial.fi) · **Dubai, UAE**

Designed the core trading experience for a decentralized perpetuals exchange with \$5B+ trading volume across 70+ markets. Owned product design end to end, including UX, design system, interactions, branding, motion, and product videos.

Built trader-focused interfaces for perpetuals, options, spot, staking, and wallets, simplifying complex financial workflows. Designed the liquidity and staking experience, including USDC and sUSDe vaults, deposit and withdrawal flows, supporting 10k+ stakers and \$6M+ TVL.

Jan 2020 - March 2022

## Senior Product Designer

JustWatch (justwatch.com) · **Berlin, Germany**

Designed web, mobile, and TV experiences for a global streaming platform with 100k+ users.

Redesigned the login and signup flow, increasing power-user retention by 113%, while collaborating closely with product and engineering.

Jan 2019 - Dec 2019

## Product Designer (Contract)

Snapdeal, CoWrks · **Bangalore, India**

Led the Snapdeal app redesign, improving retention by 20% and checkout conversion by 7%.

Led UX at CoWrks across web and mobile, improving landing page conversions by 5% and mentoring three designers.

May 2015 - May 2018

## Creative Director

BYJU's · **Bangalore, India**

Led motion design and creative production for 300+ educational videos reaching millions of students.

Managed the production pipeline and mentored motion designers and video editors.

### Skills

- Design Engineering (HTML, CSS, JavaScript, Supabase & Vercel)
- Product Design (UX/UI, Design Systems)
- Creative Coding, Micro-interactions & Motion Design
- Fintech & Web3 Product Design
- AI-assisted Development (Claude Code, Cursor, Codex)
- Marketing & Brand Design (Product Videos & Launch Promos)

### Languages

English - Fluent

Hindi - Native

### Notable Projects

- Ditther (Solo-built SaaS):  
**100+ Daily Active Users**
- Polynomial:  
**\$5B+ Trading volume**
- JustWatch:  
**100k+ Users**

# Aashish Kumar