Manyu Varma

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Summary

Design-systems lead. I've led design systems end to end, from token architecture to governance, contribution, versioned releases, accessibility and adoption: Asphalt, the mobile design system behind Gojek's consumer, driver and merchant apps, and Stencil at Mindtickle. Now Lead Designer, Design Systems in UX Foundations at Salesforce, where I build release tooling for the Figma libraries, write cross-product guidance and design AI-assisted workflows, directing teams of AI agents and approving each key step myself.

Experience

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

- Built release tooling for Salesforce's Figma libraries without dedicated engineering: first a changelog plugin, then, with a peer, Publish Check, a macOS app co-built with Claude Code agents that shows every change in a library, and what moved with it, before it's published. Co-wrote the team-wide release process. 300+ teams use the main library that each release goes out to. With Publish Check, reviewing a library release takes about 20 minutes on average, down from about 3 hours by hand.
- Wrote the cross-product guideline for how people start conversations with AI agents, and owned its desktop guidance. 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.
- Designed and ran a prototype multi-agent pipeline that researches and drafts foundation docs, such as elevation, for Salesforce's interface guidelines, with automated checks and every value traced to a source. 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.
- 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.
- Redesigned the site of an internal library of AI agent skills that teams across Salesforce write, with skill 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

- Led Stencil, Mindtickle's design system, and a team of 2: a junior designer and an intern. Designed its three-tier color and typography token architecture (raw values, then meanings, then component use) 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 for product teams and an RFC (request for comments) template. With a peer, pitched the business case for a design-system documentation tool to the VP, and the company bought it. 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 (objectives and key results) 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 the team of 5 behind Asphalt, Gojek's mobile design system, as lead individual contributor, owning the roadmap, OKRs and rituals. Drove two OKR planning cycles and a 2-year vision with design, product and UX engineering leadership. I spent 600+ hours reviewing and guiding designers.

- Spoke at Figma Config for Gojek on designing a super app for Southeast Asia's cultural diversity, presenting Asphalt's tokens and adaptive theming.
- Wrote the contribution SOP for product teams. 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.
- Co-led the design-system review of GoFood's redesign and wrote its impact report. 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.
- Co-led the restructure of Asphalt's color tokens with a teammate, owning the gradient fix and brand split. By the end, the tokens ran on 2 themes, each with a high-contrast version: green for the consumer and driver apps, and purple for the merchant app. In light mode, single gradients that pass WCAG AA with white text went from 1 of 6 to 6 of 6.
- 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-wrote Gojek's accessibility levels and wrote Asphalt's screen-reader specs, now required in every component doc. Each spec had strings in 3 languages, English, Indonesian and Vietnamese.
- Owned text scaling for the Gojek app, where larger phone text broke layouts. On average each month, 36–40% of Gojek users had their phone set to a larger or smaller text size, a setting that applies to all their apps. Funnel data showed larger text didn't drive drop-offs, so I proposed a fixed text size for now, which shipped.
- Owned the bottom navigation redesign end to end, setting a component documentation template. Adoption of the component went 1 → 6 products, after improving its foundation, capabilities, documentation and code quality.

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

- With a teammate, pitched forming Asphalt's design-system team, then co-wrote its charter and set it up.
- Co-led moving Asphalt's libraries and product files to Figma, writing the onboarding guide and running the workshops. By my estimate, moving to one tool also saved $26,000+ a year in licenses.

Interaction Designer, Gojek · Mar 2020 – Dec 2020

- Designed the tipping widget for Gojek's transport services, which increased the average tip amount by 60%, and redesigned the GoBox logistics experience end to end with a teammate.

Senior UI Designer, QBurst · Jul 2019 – Feb 2020

- Worked directly with clients, including on end-to-end designs of a car-service app for an automotive client's 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 and marketing material for clients in many domains.

Education

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

Design head of the college magazine and design manager of its technical newsletter.

Skills

Design systems: tokens, components, patterns, governance, contribution, versioning, QA · Accessibility and localization: WCAG AA, screen readers, text scaling, multiple languages · Designing for AI agents · UX research: study design, A/B tests, mixed-methods synthesis using AI · AI-assisted design workflows: multi-agent pipelines, agent skills, review loops · Facilitation, workshops and enablement

Tools

Figma, FigJam, Figma Plugin and REST APIs · Claude Code, Cursor, MCP, Playwright · UserTesting · Google Workspace, Slack