

REHAN PINJARI

Product Designer · 40+ Projects Shipped

heyrehan.design

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Surat, India (remote, any time zone · On-site in Surat)

SKILLS

Product Design

End-to-end product design, problem definition, interaction design, user journeys, edge cases, wireframes, mockups, high-fidelity prototyping, interaction design, responsive design

Systems & Front-End

Figma, design systems, shared components, component states, auto layout, variables, tokens, HTML, CSS, basic React

AI Product Design

Generative AI UX, AI-assisted prototyping and design, Replit, Figma MCP, Replit, Figma MCP and agents, PRD drafting with LLMs

Research & Metrics

User research, usability testing, A/B testing, competitive analysis, success metrics, interview planning

Collaboration

Developer handoff, design documentation, working with founders and engineers, remote across time zones

EDUCATION

Gujarat Technological University (GTU)

Prime Institute of Engineering & Technology · 2024 – In Progress

Bachelor of Engineering, Computer Science & Engineering

Gujarat Technological University (GTU)

Government Polytechnic Navsari · 2021 – 2024

Diploma in Electrical Engineering

LANGUAGES

English · Professional working

Hindi · Native

Gujarati · Native

EXPERIENCE

Product UX & UI Designer

Xvantage Infotech · Surat, India · Sep 2024 – Present

- Designed BookMyFarm 0→1 for iOS and Android, reordering the listing around trust (reviews and stay videos first, owner chat in the listing, deposit option); launched to 100K+ downloads and a 4.5★ rating (353+ reviews).
- Designed Byting Korner's franchise platform (POS, inventory, recipes, stock requests, reporting) in Figma for 3 access levels (Super Admin, Master Franchise, Outlet), so each role sees only what its job needs.
- Built a documented Figma design system for BookMyFarm (18 components, variables, tokens) that another designer could pick up and extend after handoff.

Product UX & UI Designer

Freelance · Remote · Sep 2022 – Present

- Designed 40+ websites, mobile apps, and SaaS products for founders and startups, from first call to developer handoff.
- Worked directly with founders and developers across time zones, including an AI legal platform for a Canadian client (NDA); owned scope and delivery and ran recurring design reviews with prototypes and flow videos.

SELECTED PROJECTS

BookMyFarm | Farmhouse booking marketplace · iOS + Android · Jan 2025 – Present

A 0→1 marketplace where guests pay for private farmhouses they have never visited, launched with no brand and no review history.

- Rebuilt the listing page around trust by moving guest reviews above the amenities grid, adding stay videos to the home screen, and embedding owner chat in the listing, after aligning a team that initially prioritised amenities.
- Shaped availability (available, booked, blocked) and a full-or-deposit payment option around backend and payment-gateway limits, and documented an 18-component design system, so a small team could ship on time.
- Launched to 100K+ downloads, a 4.5★ rating (353+ reviews), and 300+ bookings in the launch window.

Byting Korner | Franchise POS & operations platform · Mar 2025

A POS and back-office system for a growing restaurant franchise, connecting orders, inventory, recipes, stock requests, and reporting.

- Designed role-based experiences across 3 access levels (Super Admin, Master Franchise, Outlet), so each role sees and edits only what its job needs.
- Designed the stock-request flow (asked, approved, sent, received) with explicit states, plus POS ordering with cash, UPI, and split payments.
- Company today (not my claim): 50+ outlets · 10 cities · 3M+ consumers.

Legal Tech SaaS (NDA) | AI legal platform for a Canadian startup · Jan – Jun 2025

An AI-powered legal platform with a marketing site, a client workspace, and a lawyer-facing side.

- Designed authentication, registration, workspace home, lawyer profile, template, and pricing screens, iterating over multiple design reviews with the founder across time zones.
- Built clickable prototypes and flow videos (login, registration, workspace) that the client used in demos and created the product's logo.

Openwork | Web3 job marketplace · Aug – Nov 2024

A decentralized work platform connecting job givers and talent through wallet-based identity.

- Designed wallet connection, job browsing and details, talent profiles, and a skill-oracle flow.