



Rohit Sehmi

Product and Design Systems Designer

Specialising in product design, component creation and governance, multi-brand token systems, and AI-assisted design-to-code pipelines. Improving cross-platform consistency, accessibility, and scale.

EXPERIENCE

Expedia Group · Senior Design Systems Designer

May 2021 – March 2026 · London

- Most recently worked on the architecture of a machine-readable component library, built from components with slots on Figma's current feature set, across every brand in the Expedia Design System Group.
- Evolved component frameworks, introducing structure and theme-based solutions serving 100+ brands at scale.
- Partnered with motion specialists to design and implement app shell transition patterns within the product experience.
- Defined cross-platform layout foundations, establishing scalable spacing and structural standards.
- Managed design token synchronisation pipelines across platform repositories.
- Enabled governance and contribution models so product teams could extend the system safely.

Hotels.com · Senior Product Designer

April 2014 – May 2021 · London

- Led brand experience initiatives across mobile products and platforms.
- Established cross-platform design language standards supporting consistency.
- Contributed to award-winning mobile experiences, including a Google Play Editors' Choice.
- Drove innovation across key customer journeys including keyless entry, voice UI, wearables and TV.
- Supported MVP optimisation initiatives focused on customer experience and conversion.

Betfair · Mobile Visual Designer

August 2012 – April 2014 · London

- Owned app design across multiple mobile products, including Casino, Poker and Sports.
- Delivered a large-scale rebrand with external agencies, defining design standards that improved consistency across the portfolio.

Viasat (MTG) · Senior Designer

April 2009 – August 2012 · London

Novarising · TV Interface Designer

February 2009 – April 2009 · London

Chellomedia (UPC) · Interactive TV Designer

August 2007 – December 2008 · London

SKILLS AND TOOLS

Design systems

Figma / Variables

Component libraries

Design tokens

UI / UX design

Prototyping

Dev handoff

Code Connect

AI design tools

WCAG / accessibility

Branding

Chromatic / Storybook

GitHub

EDUCATION

Southampton Solent University

2002 – 2005

BA (Hons) Graphic Image Making, 2:1

AWARDS

Google Play Editors' Choice

June 2016

Hotels.com Android app

GET IN TOUCH

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