

Akanksha Sharma

Senior UX/ UI Designer

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akanksha.productdesigner@gmail.com

Work Portfolio

Linkedin Profile

Experience

Sep 2023 - Present

Associate Group Head, **Interactive Avenues - IPG**

- Managed a four-person team, **driving 30+ projects** to successful completion.
- Secured **3 new projects** via strategic pitching.
- Cultivated high-value client relationships across diverse industries (**Real Estate, automobile, Enterprise, fashion & beauty, e-commerce**), overseeing the entire product design lifecycle.
- Orchestrated cross-functional collaboration aligning design with core business objectives, resulting in a **15% increase in user retention**.
- Spearheaded an **award-winning** website revamp project, increasing page views by **58%**, active users by **63%**, and sessions by **64%**.
- Executed extensive **A/B testing**, optimising key flows and improving click-through rates by **23%**.
- Integrated **AI-powered design tools** (Galileo AI, Frictionless, Relume) to automate competitor analysis, website audit, and UI generation, reducing wireframing time by **37%** and accelerating project delivery.
- Drove the application of design thinking principles in the research phases, developing strategic, responsive web and mobile designs.

Sep 2022 - Jul 2023

Senior UX/ UI Designer, **Homeville Consulting Pvt. Ltd.**

- Drove the design submission for Sahamati - SamvAAad 2023, **winning the Best App Award** in the Affordable Housing category.
- Architected the user experience for a home loan application utilising Account Aggregator technology, **reducing user effort** during form completion by **40%**.
- Led the **end-to-end design process** for multiple successful product launches, orchestrating close collaboration with cross-functional teams (Engineering, Marketing, and Product Management).
- Leveraged high-fidelity prototypes and interactive mockups to validate design concepts with stakeholders and **accelerate decision-making**.
- Implemented a **cohesive design system** and style guide to ensure consistency across multiple products, reducing development time and enhancing the overall user experience.
- Synthesised **competitive analysis** and market research to identify strategic opportunities, **driving product innovation** and market differentiation.

May 2022 - Sep 2022

Senior UX/ UI Designer, **Fraazo**

- Spearheaded the design and prototyping of the Farmer App, significantly simplifying farmer onboarding and **reducing product discrepancy** at the first mile.
- Orchestrated cross-functional collaboration with product and engineering teams to **strategically enhance internal systems**, optimising first-mile and last-mile operations.
- Leveraged **data insights** and **performance metrics** to guide product strategy and prototype new features for the consumer app, collaborating closely with product managers.
- Led comprehensive **user research** and **A/B testing initiatives**, identifying critical UX issues and improving the end-to-end experience for internal and consumer apps.

About

Senior Design Professional and Associate Group Head Creative with 8+ years of experience driving user-centered UI/UX solutions. I specialise in defining digital strategy and prototyping intuitive experiences that align with organisational goals. My recent work includes refining end-to-end systems and enhancing consumer-facing applications, delivering impactful and scalable design.

Education

Jan 2025 - Present

UX Course Certifications, **Interaction Design Foundation**

May 2018 - Sep 2018

Certificate Course in UX and UI Design, **Design Mortals Academy**

May 2015 - Apr 2017

Crafts Product Design - Post Graduate **Indian Institute of Crafts and Design**

May 2015 - Apr 2017

Industrial Design - Bachelor of Design **Symbiosis Institute of Design**

Awards and Recognition

March 2025

Gold - Best Website/ Microsite **India Digital Awards IAMAI**

May 2023

Best App - Affordable Housing **Sahamati - SamvAAad 2023**

UX Skills

User-Centered Design
Product Strategy
Heuristic Evaluation
Interviews and Surveys
Information Architecture
Persona and Scenarios
Taskflows
Sitemap
Wireframes
Prototypes
Usability and A/B Testing

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Jul 2020 – Apr 2022

UX/ UI Designer, **Freelance**

- Led comprehensive discovery research by engaging key stakeholders, **identifying systemic problems** and defining strategic solutions for existing platforms.
- Architected and **validated complex workflows** and interfaces through **rapid iteration**, reducing user friction and optimising key user journeys.
- Crafted multi-platform UI assets, ensuring **visual coherence** and **brand consistency** across the product ecosystem.
- Upskilled with training sessions on emerging **UX trends**, **accessibility standards**, **ethical design**.

Jan 2020 – Jun 2020

Senior UX/ UI Designer, **Yellow Slice**

- Advanced to UX Lead by driving user-centered design principles across the product lifecycle, which **improved user adoption** and **streamlined key workflows**.
- Oversaw and drove the successful delivery of **6+ end-to-end projects**, leading cross-functional teams of designers and developers.
- Architected and prototyped interactive experiences for complex web applications, utilising **user flow diagrams** and **site maps** to ensure scalable information architecture.
- Orchestrated **UX research** and **design sprints** to rapidly validate concepts, mitigating design risk and accelerating the feature development process.

Oct 2018 - Dec 2019

Junior UX/ UI Designer, **Yellow Slice**

- **End-to-end solution execution** for 12+ projects, driving concept exploration, **feature & solution prioritisation**.
- Developed comprehensive **interaction strategies**, defining navigation and user flows while advocating for user needs and organising **content architecture**.
- Orchestrated **seamless design implementation** by providing detailed specifications and conducting regular design reviews, ensuring design integrity and strong developer collaboration.

Dec 2017 – Sep 2018

UI Designer, **ReTV**

- Spearheaded the end-to-end **design** and **prototyping** of the ReTV platform.
- Established and maintained platform-wide consistency by **standardising UI elements**.

Jun 2017 – Dec 2017

Graphic Designer, **It's Eggless**

- Collaborated with senior designers on **digital asset creation** including print materials, digital assets, and social media campaigns.
- Executed precise design tasks, including layout optimisation and typography refinement using **industry-standard software**, maintaining **high design standards**.
- Actively **implemented feedback** from senior designers to rapidly iterate on designs.
- Demonstrated a **commitment** to continuous professional growth and **skill enhancement** within the design field.

Softwares

Figma
Adobe XD
Sketch
Adobe Illustrator
Adobe Photoshop
Hotjar
Canva

AI Tools

Frictionless
Relume
Midjourney
Uizard
Galileo AI
Fontjoy
Colormind
Gemini, GPT, Deepseek

Soft Skills

Communication
Team-work
Empathy
Solution Oriented
Leadership
Critical Thinking
Adaptable
Stakeholder Management