KANCHAN SHARMA

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PROFILE

Experienced UX/UI expert, including successfully managing UX designers and researchers in a product company. Extensive experience working with mature UX teams encompassing various areas such as Information Architecture, Research, Visual Design, Design Systems, Usability, and A/B Testing.

WORK EXPERIENCE

BMC Software   **Pune, Maharashtra**

UX Designer   **2021 - Present**

• Incorporated user feedback gathered from usability tests to optimize UX.

• Mentored junior designers by leveraging expert knowledge of product specifications & user psychology.

• Designed wireframes and product prototypes with customer needs in mind, reaching an 80% satisfaction rate for end users.

Xcaliber Infotech   **Pune, Maharashtra**

UX Designer   **2018 - 2021**

• Provided design deliverables such as final wireframes and mock-ups, design systems or style guides, and inventive solutions. Used Figma and Adobe Suite as needed for the project.

• Working with cross-functional teams and Producing crisp, intuitive designs that fulfil user needs and internal structures for products in development.

IISER Pune   **Pune, Maharashtra**

Technical Assistant   **2017 - 2018**

• Created user-centered designs that enhance user satisfaction and meet business goals.

• Conducted user research, developed user personas, created prototypes, and collaborated with cross-functional teams to ensure the output meets user needs and aligns with business objectives.

JSM Infosoft   **Indore, Madhya Pradesh**

UI/Web Designer   **2014 - 2017**

• Design & user research of websites and android apps from various domains (Restaurant Mgmt., e-commerce website, Social networking apps).

EDUCATION

Mahatma Gandhi University   **Indore, Madhya Pradesh**

Bachelor of Arts   **2012 - 2015**

Virtual Voyage   **Indore, Madhya Pradesh**

Web Design (Diploma)   **2012 - 2013**

Virtual Voyage   **Indore, Madhya Pradesh**

Graphic Design (Diploma)   **2012 - 2013**

LEADERSHIP EXPERIENCE

VEB   **Dec 21 – Jan 22**

Design Lead

• Facilitated user interviews and brainstorming sessions with the team.

• Feedback evaluation and uncovered issues.

• Redesign new flow of application.

• The new design resulted in higher user satisfaction

Customer Success   **Feb 22 – July 22**

Design Lead

• Through user feedback, uncovered users' pain points and worked on new features.

• Utilized professional knowledge of product specs and user psychology to mentor novice designers.

SKILLS & INTERESTS

Skills: Rapid Prototyping, Research Persona, User Journeys, UX Flows, Wireframe, Figma, Usability Test, Interaction Design, Sketch, Material Design, IOS and HMI design

Interests: Basketball, Dance, Singing

CERTIFICATES

Design Thinking and Innovation   **Sep 22 – Nov 22**

(Harvard Business School Online)

• Learned to empathize with users to gain insights and identify unmet needs and how to translate those insights into innovative solutions.

• Brushed skills in ideation, prototyping, and testing to create and refine design solutions.

• Understanding the importance of collaboration and iteration in the design process.

Enterprise Design Thinking Practitioner (IBM)   **Jan 21 - Feb 21**

• Learned about the key principles and methodology of enterprise design thinking.

• Applied design thinking to solve complex business challenges and create user-centered products and services.

SOCIAL RESPONSIBILITY

• Been a part of 'Red Cross Society, for making a video about 'A Day in A Life of Red Cross Volunteer, spent a great time with villagers and helping their development financially by presenting their time to time.

• Been a part of video production of Prashanti Cancer Care Mission (PCCM). Prashanti Cancer Care mission. (PCCM) is a well-known NGO in the culturally rooted city of Pune in the state of Maharashtra, India.

• Cause I care about: Children, Education, Health, and Poverty Alleviation.