



# Ishita Sharma

## UI/UX DESIGNER



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[https://  
ishitasharmadesign.framer.website/](https://ishitasharmadesign.framer.website/)

## WORK EXPERIENCE

### Freelance Designer

Y Design (Singapore) | Jul 2024 - Present

- Executed diverse digital and print design projects, including social media content, marketing collateral, posters, and business cards.
- Designed and built responsive landing pages (figma) and websites (wix, framer) for various client needs.
- Collaborated on branding initiatives, including logo ideation and creating compelling project showcases.

### UI/UX Designer

TATA 1MG | Feb 2025 - Aug 2025

In my 6-Month UI/UX Design Internship, I:

- Led UX design process for a smart package recommendation system, guiding users through health questionnaires to deliver personalized results.
- Utilized the ant design system in figma to ensure UI consistency and efficient component integration, particularly for building interactive dashboard development which improved efficiency by 40%.
- Contributed to visual design, including packaging and marketing assets, for the recommendation system.
- Conducted usability testing, a/b testing, and accessibility audits (WCAG 2.2), leading to a 20% boost in conversion rates.
- Applied end-to-end design thinking, from initial user research to final UI, prioritizing consistency and accessibility.

### Senior System Engineer

INFOSYS | Dec 2021 - Dec 2024

- Executed 1000+ test cases, boosting test coverage by 25% across functional, regression, and integration scenarios.
- Identified and prioritized usability issues and defects, collaborating with cross-functional teams to streamline processes and ensure agile delivery.
- Earned an early promotion for high-impact performance in QA, consistently ensuring smooth user flows and product stability.

## SKILLS

- User Experience Design (UED)
- User-Centered Design
- Design Thinking
- User Research & Analysis
- Typography & Wire Framing
- Product Design (Mobile & Web)
- User Journeys & Scenarios
- B2C, B2B, Healthcare Expertise
- Usability Testing & User Interview
- Graphical User Interface (GUI)

## TOOLS

- Figma
- Adobe XD
- Adobe Photoshop
- Adobe Illustrator
- Canva
- HTML
- Inspire Designer
- Framer

## EDUCATION

Banasthali Vidyapith 2017 - 2021  
B.Tech(Chemical Engineering)

## CERTIFICATION

Google UX Design Coursera, 2025  
Journey Mapping IDF, 2025