

Harshit

Sharma

Hey, I'm Harshit Sharma, working as Product Designer, delivering the finest solutions for digital products and small businesses.



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KEY TRAITS AND SKILLS

Product Design

UX Design

Visual Identity

Prototyping

Interaction Design

Branding

Wireframing

Animations

Micro-animations

Mobile Responsive Design

Basic React JS

CSS

HTML

TOOLS

- Figma
- Adobe Suite (XD, AE, AI and PS)
- Invision
- Lotties Files
- Loom
- Framer

EDUCATION

Bachelor's of Technology

Computer Science

2016-2020 • 72.3%

Jaipur

SSC

2015-2016 • 78%

Lucknow

PORTFOLIO

harshit.design

EXPERIENCE

LittlePlanet.Studio

Product Designer • Oct. 2020 – Present

◆ PRODUCT DESIGN

- Working on a [Social Commerce Platform](#) that facilitates the B2C system. Contributed in crafting [User Interface and User Experience of MVP](#) for the initial Product Beta phase.
- Was part of the team which worked on a Kids application for smart learning experience ([Ed-Tech Startup](#)). My responsibility was to create Interface and Experience for kids which should be easy to interact and learn. Also was part of the [Product Strategy Team](#) and founder to scale the product.
- Contributed as a Product Designer on [Omnichannel retail solutions for ecommerce businesses](#). It's a [B2B platform](#) for retailers. We solved the problem of Accessibility and Platform dependence. My job was to create new [information architecture and user flows and wireframes](#) and reorganise the cost structure keeping usability intact.
- [Worked on an Inhouse product of social media marketing and handling campaigns](#). My responsibility was to provide Creative Direction, Research and use Design thinking to create User Interface for the product.
- Provided [User interface](#) and defined the [Art direction](#) for the [American Football podcast Website](#). Worked with team of developers to guide them throughout the design process.
- Crafted [responsive user experiences](#) with a mobile-first approach while still established consistent [web/desktop interaction](#) patterns.

◆ BRANDING AND REBRANDING

- Contributed as a [Multidisciplinary Designer](#) to work with Marketing and Sales teams to create [Visual identity and Branding](#) for overseas small business. Provided [Creative Direction](#) and Detailing a vision around how the consumer product sales to a future with multiple lines of business.
- Contributed to the [creation, organization and distribution](#) of project style guides pattern libraries and asset repositories and delivering them as design handoffs.

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- [Brainstormed](#) and provided brand design counsel to the business to ensure company messaging. [Ideation and concept exploration, digital strategy](#) definition and solution execution for persistent systems digital services and products across channels and services.
- Worked in a team which defined the new identity for [Clothing, Restaurant and Food and Fitness Brands](#). Defined the messaging and voice tone ,typography system, color pallette of the respective brands and leveraged rebranding to conceptualize and promote product brands.

◆ INTERACTION DESIGN

- Created [Product Animations, Interactive prototypes and Micro-animations](#) for Product Applications and Web Interfaces to make them feel alive and to create mesmerizing experience for the user.
- Created Interaction strategies that helped in developing navigation and flows. Designed and animated the Icons using [After Effects and Lotties files](#) integration. Communicated and implemented technical strategies with cross-functional teams.

◆ ILLUSTRATION

- Created Illustration Design system for the [Inhouse product of social media marketing](#). Worked on the Toast Character Illustration and Infographics for a Gym brand. [For more details - refer to my portfolio](#)
- Designed [Print and Digital Materials](#) for marketing. Worked on creative contents for multiple brands including [business cards, flyers, posters, and product packaging](#).
- Designed creative posts Studio's social media handles.

Miniature (Freelancer)

UX/UI Designer • Jan. 2020 – Present

- Designed and Developed the live versions of the Miniature Website.
- Worked on the [Omni-Channel Platform Website](#) to create a meaningful landing experience and aiming to increase spending time on website by > 70% and reduce the bouncing rate by 30%.

Review Technologies

UX Design Intern • June, 2019 – Aug. 2019

- Discovered the problem statement in [Ed-Tech Start giant Internshala](#) and worked on the [case study](#) to improve the user experience. Also conducted User Research and created User Flows for the same.

REFERENCE

Vinay Sharma

Assistent Vice President • Global Reconciliation Utility

[HSBC](#)

Pune, Maharashtra

DISCLAIMER

I hereby declare that the details and information given above are complete and true