Rahul Sharma



November 2021 To Present

March 2021 To Nov 2021

August 2019 To March 2021

Senior UI/UX Product Designer | 9+ Years Experience | SaaS, Enterprise UX, AI-Powered Design

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Behance Portfolio | LinkedIn

Professional Summary

Strategic And User-Focused Senior UI/UX & Product Designer With Over 9 Years Of Experience Across B2B SaaS, E-Commerce, ERP, And Enterprise Platforms. Proven Ability To Lead Design Strategy, Drive Business Outcomes, And Deliver User-Centric Digital Experiences. Expert In UX Research, Design Systems, Accessibility, And Al-Integrated Workflows. Adept At Solving Complex Problems Through Design Thinking, Team Collaboration, And Iterative Product Design In Agile/Scrum Environments. Passionate About Building Scalable Products That Balance User Needs, Brand Consistency, And Business Goals.

Core Skills & Tools

- **UX Design:** Design Thinking · User Research · Wireframing · Prototyping · Journey Mapping · Personas · Design Strategy
- **UI Design:** Figma · Adobe XD · Sketch · Webflow · Visual Design · Accessibility (WCAG 2.1) · Responsive Design
- Design Systems: Atomic Design · Component Libraries · Token-Based Systems · Storybook
- Collaboration: Agile/Scrum · Jira · Confluence · Cross-Functional Leadership · Design Reviews
- $\bullet \ \textbf{Al \& Product Thinking:} \ \textbf{ChatGPT} \cdot \textbf{Midjourney} \cdot \textbf{Al-Integrated UX} \cdot \textbf{Product Roadmapping} \cdot \textbf{KPI-Driven Design}$
- **Dev Tools:** HTML5 · CSS3 · Tailwind CSS · React (Basics) · Bootstrap

Professional Experience

Senior UI/UX Product Designer

Accenture | Gurugram, Haryana

UI/UX Designer (Product Lead)

- Facilitated discovery workshops with stakeholders and PMs to define UX goals, success metrics, and user journeys.
- Conducted advanced UX research, usability testing, and competitive audits to influence data-backed design solutions.

• Led end-to-end product design across enterprise and client-facing platforms in healthcare, fintech, and retail domains.

- Built scalable design systems using Figma components and tokens, reducing design-to-dev cycles by 30%.
- Collaborated with cross-functional teams (PMs, engineers, data scientists) across sprints to implement MVPs.
- Advocated for accessibility-first and mobile-first designs using WCAG 2.1 and responsive frameworks.
- Mentored junior designers and facilitated design critiques and peer reviews.

Impact: Improved platform usability by 32%, contributing to a 20% boost in product adoption.

Cavission Astar Netsolutions | Noida, Uttar Pradesh

- Led the redesign of a SaaS product dashboard focused on improving data workflows and user engagement.
- Conducted remote usability tests and interviews, driving UX improvements in data management interfaces.
- Integrated data visualization and Al-based insights into user workflows, increasing product stickiness.
- Impact: Enhanced user satisfaction score by 25% within 3 months of deployment.

UI /UX Designer (Assistant Manager)

Vaibhav Global Limited | Jaipur, Rajasthan

- Revamped e-commerce UX flows, improving cart conversion and reducing bounce rates.
- Used analytics tools (GA, Hotjar) to optimize journey bottlenecks and user pain points.
- Created user personas, journey maps, and prioritized backlog items for design sprint planning.
- Impact: Achieved a 25% boost in mobile engagement and a 15% rise in repeat purchase behavior.

Web & UI Designer April 2016 To August 2019

Interglobe Technology Pvt Limited | Gurugram, Haryana

- Designed responsive websites for aviation, hospitality, and logistics platforms.
- Implemented design upgrades that improved navigation and reduced drop-off rates by 18%.
- $\bullet\,$ Developed reusable UI assets and ensured seamless handoff to development teams.

Education

Nagarjuna College Of Engineering & Technology | Bangalore, Karnataka

Bachelor Of Computer Science And Engineering

08/2014 GPA: 62%

Certifications

- Google UX Design Professional Certificate (Coursera)
- Al In UX Design: Tools To Improve The Design Process
- Principles Of UX/UI Design (LinkedIn Learning)
- Google Generative AI Fundamentals

Achievements & Recognition

- # Spearheaded SaaS Platform Redesign, Improving User Satisfaction By 30%
- 🕏 Developed Design System That Reduced Development Time By 20%
- **©** Led Multiple Cross-Functional Workshops Solving Enterprise Workflow Challenges
- The Recognized For Mentoring Junior Designers And Promoting Design Excellence Culture
- 🝸 Designed Al-Integrated Experiences That Reduced User Friction And Boosted Efficiency