

# ANKIT SHARMA

Product Designer (UX, SaaS & Platform Design)

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## Summary

Product Designer with 4+ years of experience designing enterprise and consumer-facing digital products across B2B SaaS and creator platforms. Specialized in end-to-end product design, complex workflows, and design systems, delivering data-informed solutions that improve usability, adoption, and operational efficiency. Strong collaborator with product, engineering, and QA teams in Agile environments.

## Experience

Audiobulb	Remote
UX Design Lead	11/2024 - 12/2025
<ul style="list-style-type: none"><li>Led the <b>end-to-end product design</b> for a B2C music distribution SaaS, designing complex workflows for album submission, royalty payments, and analytics dashboards serving <b>500+ independent artists</b>.</li><li>Improved conversion across monetization flows by analyzing behavioral data from <b>Microsoft Clarity and Google Analytics</b>, identifying friction points that reduced user drop-offs and increased submission success.</li><li>Built and maintained a scalable design system in <b>Figma</b> (Auto Layout, Variants, component libraries) to accelerate high-fidelity prototyping and ensure UI consistency across artist-facing and internal platforms.</li><li>Influenced product direction by translating qualitative research into actionable features, balancing technical feasibility with business goals to address trust, adoption, and usability challenges.</li></ul>	
Maropost	Chandigarh, India
Associate UX Designer	05/2023 - 10/2024
<ul style="list-style-type: none"><li>Led the <b>end-to-end UX design</b> of the Web Tracking feature for a B2B SaaS marketing platform, enabling enterprises to track user activity, funnel completions, orders, and revenue generated from email and SMS campaigns.</li><li>Designed complex, data-heavy dashboards, balancing data density and usability to translate analytics into actionable insights for marketing teams, improving feature adoption by 30%.</li><li>Served as lead designer for Service Cloud, a customer-facing support platform handling tickets from multiple sources (email, social media, web forms).</li><li>Designed advanced workflows, including ticket categorization, timelines, customer history visibility, and role-based dashboards for support managers to track agent performance and resolution metrics.</li><li>Improved agent efficiency by centralizing multi-source tickets and customer history, reducing resolution friction for support teams.</li><li>Scaled the design system by adding <b>40+ reusable components</b>, reducing engineering frontend implementation time by <b>-20%</b>.</li><li>Introduced a structured <b>design–development–QA handoff process</b>, ensuring designers were embedded into implementation and testing cycles.</li><li>Collaborated closely with product managers, engineers, and QA teams in Agile/Scrum environments using Jira.</li></ul>	
The Indian Distro	Remote
UI/UX Designer	10/2020 - 09/2022
<ul style="list-style-type: none"><li>Redesigned the company website, <b>improving usability and accessibility</b>, resulting in a 40% increase in user engagement.</li><li>Replaced a manual Google Form-based song submission process with a <b>web-based dashboard featuring submission tracking, integrated payments, and performance analytics</b> for independent musicians.</li><li>Designed artist-facing dashboards that <b>improved transparency and control</b> over submissions, increasing submission completion rates by 20%.</li><li>Conducted <b>qualitative research and usability testing</b> to validate design decisions and improve overall user satisfaction by 25%.</li></ul>	

## Education

Kurukshetra University	Kurukshetra, India
Bachelor of Science in Graphics and Animation	08/2020 - 05/2023
Google	Remote
Foundation of UX Design	11/2022
University of Michigan	Remote
UX & Interaction Design for AR/VR	07/2025

## Skills

### Product Design & UX:

End-to-End Product Design • Interaction Design (IxD) • User Flows • Information Architecture • Design Systems • Responsive Design • High-Fidelity Prototyping • Wireframing • Qualitative User Research • Usability Testing • A/B Testing • User Journey Mapping

Collaboration & Process: Agile / Scrum • Sprint Planning • Jira • Cross-functional Collaboration • Design–Development Handoff • Stakeholder Management

Tools: Figma • FigJam • Miro • ProtoPie • Framer • Adobe XD • Premiere Pro • Unity (XR basics)