

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

- **Led the end-to-end product design** for a B2C music distribution SaaS, designing complex workflows for album submission, royalty payments, and analytics dashboards serving **500+ independent artists**.
- **Improved conversion across monetization flows** by analyzing behavioral data from **Microsoft Clarity and Google Analytics**, identifying friction points that reduced user drop-offs and increased submission success.
- **Built and maintained a scalable design system in Figma** (Auto Layout, Variants, component libraries) to accelerate high-fidelity prototyping and ensure UI consistency across artist-facing and internal platforms.
- **Influenced product direction** by translating qualitative research into actionable features, balancing technical feasibility with business goals to address trust, adoption, and usability challenges.

Maropost

Chandigarh, India

Associate UX Designer

05/2023 - 10/2024

- Led the **end-to-end UX design** 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.
- **Designed complex, data-heavy dashboards**, balancing data density and usability to translate analytics into actionable insights for marketing teams, improving feature adoption by 30%.
- **Served as lead designer for Service Cloud**, a customer-facing support platform handling tickets from multiple sources (email, social media, web forms).
- Designed advanced workflows, including ticket categorization, timelines, customer history visibility, and role-based dashboards for support managers to track agent performance and resolution metrics.
- **Improved agent efficiency** by centralizing multi-source tickets and customer history, reducing resolution friction for support teams.
- **Scaled the design system** by adding **40+ reusable components**, reducing engineering frontend implementation time by **~20%**.
- **Introduced a structured design-development-QA handoff process**, ensuring designers were embedded into implementation and testing cycles.
- **Collaborated closely** with product managers, engineers, and QA teams in Agile/Scrum environments using Jira.

The Indian Distro

Remote

UI/UX Designer

10/2020 - 09/2022

- Redesigned the company website, **improving usability and accessibility**, resulting in a 40% increase in user engagement.
- Replaced a manual Google Form-based song submission process with a **web-based dashboard featuring submission tracking, integrated payments, and performance analytics** for independent musicians.
- Designed artist-facing **dashboards that improved transparency and control** over submissions, increasing submission completion rates by 20%.
- Conducted **qualitative research and usability testing** to validate design decisions and improve overall user satisfaction by 25%.

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)