ADITI SHARMA

LEADING OUTCOME-DRIVEN DIGITAL TRANSFORMATIONS
An award-winning design leader driving user-centered transformations for business growth, operational innovation, and digital access for all.

EXPERIENCE

Amazon Web Services | Head of Design & Research
New York | July 2022 - present

- As a leader of leaders, responsible for delivering delightful customer experiences across a suite of 30+ products across AWS services, sales, marketing, infrastructure, CFP&A, and other Amazon teams.
- Leading a global, embedded, cross-functional design, strategy, and research team driving customer success across all major AWS financial planning initiatives to manage a $60B revenue.
- Building mechanisms to get alignment on customer problems, product vision, and accurate priorities in the product planning process to build innovative FinTech products.
- Mentoring a global team of design managers to ingrain end-to-end design process.
- Facilitating conversations with leadership for design and research investment — establishing key functions to measure the health of the customer experience overall to drive necessary changes.
- Directing the foundation of design guidelines and patterns working with design system managers with a focus on providing a consistent and intuitive experience across our product suites.

JPMorgan Chase | Executive Director, Head of Payments Operations Design
New York, London | Mar 2020 - July 2022

- Oversaw the digital transformation portfolio of ~ $60M to build JPM's enterprise solutions for Treasury, Trade Finance, Merchant, and Commercial Card impacting 25K+ clients and 4K+ employees worldwide.
- Drove design thinking at scale by authoring design playbooks that introduce 19 usability metrics, 3 end-to-end Lean UX frameworks, 2 design systems, 11 research studies, and 21 workshop templates.
- Proved the business value of design by improving the CSAT scores by 70%, driving 100X adoption rates, and recovering 15% of daily workflow productivity with improved usability.
- Grew the experience-led footprint by $6.8M in a single year while promoting design maturity, hiring inclusively to create diverse design pods, and increasing the team size by 5X.
- Partnered with senior executives to build program vision and goals through 11 digital transformation roadmaps, 15 service blueprints, and creative direction for over 300 user touchpoints.
- Fostered design-led strategy through ~100 Design Thinking workshops, ~100 ideation sessions, and setting up inclusive teams — winning the Greenwich report's best platform design awards.

Pratt Institute | Lecturer
New York | Apr 2018 - present

- Curated the UX design program — named one of the best UX programs in the U.S. coaching over 300 professionals on the nuances of research, visual artifacts, prototyping, and testing.

Accenture Interactive | Design Director
New York | Mar 2018 - Mar 2020

- Managed a $46M transformative portfolio for a retail leader leading multiple teams across verticals.
- Facilitated 60+ design sprints, 100+ usability tests, 15 design workshops for global clients.
- Generated $2.5M annually in new revenue for the design practice, scaling the team by 300%.
- Led organizational change with user-centered design processes, resulting in 70% cost reduction, 90% task automation, and 67% increase in process efficiency.
- Created 11 digital marketplace experiences for diverse industries such as retail, communication, media, technology, e-commerce, nonprofits, and education.

Multimedia Solutions | Lead User Experience Designer
New Jersey | Feb 2017 - March 2018

- Generated $1.3M in new revenue with design consulting services.
- Art direction for digital marketing content, resulting in ~300K in sales for clients.
- Established 9 new design frameworks from exploration, generation, and evaluation project phases.
- Built over 7 marketplace experiences, SAAS platforms, and enterprise applications while leading an inclusive team of designers and front-end developers.

Adisha | Managing Partner / Head of Design
New Delhi - New York | Feb 2012 - Jan 2017

- Founded a design studio specializing in social impact working with over 50 initiatives.
- In partnership with the Govt. of India, facilitated skill-building programs for self-sustenance of underserved artist communities with product diversification.
- Worked with high-impact stakeholders such as the 12th and 13th Hon'ble Presidents of India.
- Scaled team footprint to 21 designers, developers, and sales executives.

Jindal Architecture Limited (JSL) | Product Designer
Gurugram | Nov 2008 - Aug 2010

- Conceived UI designs for the corporate website and digital marketing collaterals. Championed user-centered design ideologies in product design of accessible public signages, bus shelters, built spaces, and lifestyle products for the 2010 Commonwealth Games.

EDUCATION

Yale School of Management
Business Perspective for Creative Leaders
Connecticut, U.S.A

Stanford D. School (with IDEO)
Inclusive Design program
San Francisco, U.S.A

MIT
Certificate Human Computer Interaction
Cambridge, U.S.A

Pratt Institute
Certificate Web Design
New York City, U.S.A

Loughborough University
M.Sc. Industrial Design
Leicestershire, U.K

National Institute of Fashion Technology
B.Design
Hyderabad, India

EXPERTISE

Systems Thinking & User Research

Experience Measurement

Lean UX, service and interaction design

Visual Artifacts (personas, journey maps, experience blueprints, user flows, storyboards, wireframes, prototypes)

Design strategy and workshops

SAFe Certified Product Manager

Scrum Certified Product Owner

AWS Cloud Practitioner Certification

RECOGNITION

3X DPS Excellence Award winner (JPMorgan)

Jury, Digital Influence Award for Comms Credible

Dr. Sarojini Naidu Award for contributions in design and technology by the Govt. of India, 2021.

Globant Award 'Inspirational Executive', 2021.

Named an **'Inspirational Woman in Tech'** by Authority Magazine, 2020.

Design work published in AdWeek, Business Insider, Finance Magnates, CX Network.

AR app official selection for SXSW, 2011

Secretary, India Chapter, LUAIC, 2012-2016

Best Thesis Project, 2010-11

EMEA Design Scholarship Winner, 2010

SPEAKING APPEARANCES

Podcast, Believing in the power of Design Thinking
For the Love for Product

Keynote speaker, Business X Design
Tech Circus

Keynote speaker, Inclusive Design
Code for San Jose

Podcast Interview, 'Building successful design teams'
UX, Coffee & Code

Keynote speaker, Designing for sustainability
World Interaction Day, IXDA

Keynote Speaker, Lean UX & Agile
UX crunch at home