# ABHISHEK SHARMA

Product Designer | Design Strategist | Enterprise UX

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## SUMMARY

Accomplished Product Designer with over 10 years of experience in impactful product design and user research for large-scale digital solutions. My expertise spans UX Design, Enterprise UX, and Design Systems, emphasizing Design Strategy to enhance business processes through user-centered design.

I have a proven track record of managing projects and delivering high-quality products in agile settings. Key skills include UX Research, defining user and business needs, and executing strategic design, all aimed at boosting user satisfaction and driving metrics. I excel in cross-functional collaboration, particularly in designing Gen AI product experiences that deliver innovative solutions.

## EXPERIENCES

### Deputy Manager, Design Studio - VOIS

**Vodafone Group**   📅 Oct 2023 - present   📍 Pune, MH

Core member of Vodafone's ERP Design Team, leading design decisions for Agentic AI & SAP-based enterprise applications.

- Contributed and led in-house knowledge portal and analytics tool build using Agentic AI, NOVA.
- Worked on SAP module projects and built design system for all the internal applications.

### Senior Consultant - Design

**Deloitte**   📅 Jul 2021-Sept 2023   📍 Gurugram

Delivered innovative UX solutions for diverse clients, recognized for impactful contributions in enterprise and mobile applications.

- Developed PoCs, enhanced retail e-commerce journeys,
- designed the Digital Sansad mobile app,
- and streamlined UPI reconciliation processes through user interviews and research-driven problem-solving.

### Design Manager

**HDFC BANK**   📅 May 2020-Jun 2021   📍 Mumbai

Led UX design for internal loan processes, recovery processes and self-service pages.

- Created UX slides for loan and recovery processes,
- designed self-service pages, and
- engaged stakeholders to align bank processes with functional and technical requirements.

### Senior UX Designer

**Capgemini**   📅 Dec 2018-May 2020   📍 Mumbai

Designed dashboards and workflows for an ocean engineering client, leveraging sensor data for complex oil rig operations.

- Developed UX for sensor-driven dashboards,
- explored oil rig data processing,
- moderated design thinking workshops, and participated in Adobe's Design Jam.

### UX Designer

**Techved Consulting**   📅 Aug 2017-Dec 2018   📍 Mumbai

Collaborated with FinTech giants, delivering user-centric UX solutions for Loans, Insurance, and Banking domains.

- Conducted secondary research and analyzed user data to identify pain points,
- designed solutions for FinTech clients,
- enhancing user experiences.

### UI/UX Designer

**Capgemini**   📅 Aug 2015-Aug 2017   📍 Pune

Focused on UI for a Medical Device company and a Laptop manufacturer.

- Shadowed senior designers,
- crafted UI for medical devices, and
- designed interfaces for a laptop manufacturer using Microsoft Design Language.

## CERTIFICATIONS

**Behavioral Design & Gamification**
Octaysis Framework by Yu-Kai Chu

**Google's User Experience Design Certification**
Issued by Google

**Enterprise Design Thinking**
Issued by IBM

## KEY ACHIEVEMENTS

**1000+ mentorship minutes**
awarded a Certificate of Appreciation on adplist.org

**Adobe Creative Jam**
Participated in Adobe Design Hackathon

**People's Choice Award | NASSCOM**
Participated in NASCOMM Gaming Conference 2016, Pune with the primary theme of 'Indie Game Development'.

## SKILLS

Figma   UX Research   Enterprise UX

Design System   AI Experience Designer

Product Design   Ecosystem   Gamification

Axure RP 10+   Adobe XD   Design Ops

## PROJECTS

### Digital Sansad - Mobile App

📅 05/2022-11/2022   📍 New Delhi

**Client: NIC of Deloitte**
Responsible for creating IA, wireframes, visual design and managing Mobile Apps Team.

### Mindreader.ai Web App

📅 01/2023-01/2025   📍 Singapore

**Client: Mindreader**
Role: Design Strategist (UX)

### Gen AI tool - NOVA

📅 03/2023-present   📍 Pune

**Client: Vodafone Internal**
Developed an internal Gen AI application to enhance operations. It will act as a virtual assistant for users in network logistics.

## EDUCATION

**Bhartiya Vidyapeeth University**

📅 08/2012-05/2015   📍 Pune

**B.Sc. in Animation and Gaming**