

Sysha Sharma

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Detail-oriented professional with strong analytical, problem-solving, and design thinking skills, experienced in cross-functional collaboration. Seeking to contribute to UI/UX roles by delivering user-centric and data-informed solutions.

EDUCATION

The University of Texas at Dallas – Richardson, Texas - Master of Science, Management Science

May 2026

Dean's Excellence Scholarship for Dual Degree (MS-MBA)

Manipal University – Manipal, India - Bachelor of Architecture, Architecture

May 2023

PROFESSIONAL EXPERIENCE

Tejaswi Green Energy – Hyderabad, India

MS Suite (Excel, Word, PowerPoint), Adobe Suite

Marketing Assistant

November 2023 – May 2024

- Established workflow systems that increased operational efficiency by 20% at the sales and services departments of the electric automobile division
- Facilitated expo stalls & promotional events, significantly enhancing marketing efforts & increasing lead generation by 15%
- Rebranded and introduced a new identity, attracting a 30% increase in premium and sustainability-conscious customer base

F+S Designs – Hyderabad, India

AutoCAD, SketchUp, V-Ray, Enscape, Lumion, Revit, Adobe Suite

Architect & Interior Designer

July 2022 – May 2023

- Led 3 and assisted in 6 interior and architecture projects worth \$3.5M, creating functional and aesthetically pleasing residential, retail, and commercial spaces within budget & timelines
- Produced over 150 construction & working drawings using AutoCAD, 3-D models for 5 projects using SketchUp, and visualizations for 7 projects using Enscape and Photoshop, effectively communicating ideas for client approvals
- Introduced efficient information organization solutions, improving workflow and collaboration, resulting in a 100% increase in cross-team collaboration
- Spearheaded design iterations, enhancing user experience and design quality while reducing risk by 20-25%; sourced materials & conducted site inspections for 3 projects, and created detailed BOQs for clients using MS Excel

LEADERSHIP EXPERIENCE

Sushi Talks – Delhi, India

Adobe Suite, Canva, Figma, MS Suite, YouTube Studio, Filmora

Co-Founder

October 2023 – Present

- Co-founded India's first purely health-focused YouTube podcast, aimed at disseminating mental, physical, and spiritual health information by curating discussions with doctors and other experts on diverse topics as evidenced by over 5,000 subscribers within 10 months
- Managed all social media aspects of the podcast, including upload scheduling, design & branding, copywriting, editing, and graphics, as demonstrated by a 180% increase in engagement rate across platforms, by implementing a cohesive content strategy that emphasized consistency and quality in every upload

CUT.DWN (Health Transformation Services + App) (Subset of Sushi Talks)

- Co-founded a health and fitness transformation company, achieving a 70% client success rate, by creating lead generators, automating social media responses, managing client schedules, and optimizing plans through detailed analysis
- Designed the app's wireframes and prototypes using Figma; developed its information architecture to ensure seamless user navigation
- Conducted usability testing to refine features, improving app retention rates by optimizing user experience

PROJECTS

Marketing Plan for Meat Snack Brands (Slim Jim, Duke's, FATTY) – Richardson, Texas

MS Suite, Google Analytics, Adobe Suite

Conagra Brands (FY25–26)

January 2025 – Present

- Delivered actionable insights (obtained through social listening, social media audit, target audience assessment, goal and KPI setting) that highlighted underutilized platforms (e.g., TikTok) and content types, enabling Conagra to reallocate the \$15M budget resources effectively and improve digital visibility by 25%
- Proposed a strategy projected to increase engagement rates by 40% across key platforms while optimizing ad spend efficiency by 15%, aligning with Conagra's media goals

UX Design for In-Car Infotainment System – Richardson, Texas

Figma, Google Analytics, Adobe Suite

Open EV Project

January 2025 – Present

- Designed an intuitive infotainment interface using Figma; conducted usability testing to improve driver interaction efficiency by 30%
- Delivered wireframes and prototypes focused on accessibility and safety features tailored for EV users

VOLUNTEER AND ORGANIZATION EXPERIENCE

Code.exe | Coding club at The University of Texas at Dallas – Richardson, TX

September 2024 – Present

Helping Hands Humanity Girls Home | Orphanage – Hyderabad, India

September 2020 – May 2024

Blank101 | Writing & speaking club at Manipal University – Manipal, India

September 2020 – May 2024

Friends of Snakes Society | NGO for conservation of snakes – Hyderabad, India

May 2018 – July 2024

ADDITIONAL INFORMATION

Data and Analytics Tools: MySQL, MongoDB, SAS Enterprise Miner, Google Analytics, Tableau

Languages: English, Hindi