

Krati Sharma | UX Designer

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SUMMARY

Product-focused UX Designer with 2+ years' experience | Bridging user needs, business goals & technology.

WORK EXPERIENCE

UX Designer

Nov 2023 — Present

Andor Communications Pvt. Ltd.

- Optimized homepage user experience through data analysis and user research, achieving **3× increase in tool engagement**.
- Led UX revamps and analyzed user behavior data through conversion funnels to decrease drop-off rates of existing features, resulting in **12% increase in revenue** from existing tools.
- Collaborated with product, business and engineering teams to streamline design-to-development handoff processes and ensure alignment on project goals.
- Handled UX of 4 products, ensuring consistent voice and improved user guidance across the platform.

UX/UI Designer

Jan 2023 — Jun 2023

Surepass Technologies Pvt. Ltd.

- Designed mobile and web interfaces for Kwint and SureWallet financial platforms, improving user onboarding experience.
- Created comprehensive marketing asset library including promotional videos, graphics and brand guidelines for customer acquisition campaigns.
- Established design system with reusable components to maintain visual consistency and accelerate product development cycles.

SKILLS

Design	Wireframing, Prototyping, Interaction Design, Visual Design, UX Writing
Research	Usability Testing, UX Audits, Surveys, Competitive Analysis
Product	Data-driven Design, KPI Alignment, Feature Adoption Strategy
Tools	Figma, Adobe XD, Photoshop, Illustrator, Notion, Jira

PROJECTS

Boosting Tool Engagement 3× with Data-Driven UX Decisions — [Case Study Link](#)

Led homepage redesign improving tool discoverability through simplified navigation and intuitive layout. Results: 3× tool engagement, +16% event count.

EDUCATION

2019 — 2023 · Bachelors in Communication Design, Banasthali University (GPA: 8.2)

CERTIFICATIONS

[Google UX Design Certificate](#)

Last updated: 25 August 2025