

Krati Sharma

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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

- Revamped homepage UX, improving tool discoverability → 3× tool engagement, +16% event count.
- Designed and launched AI Outfit Tool → +18% DAUs.
- Conducted UX audits & usability tests → +15% feature adoption.
- Partnered with PMs & engineers to align UX with KPIs and technical constraints.

UX/UI Designer

Jan 2023 — Jun 2023

- Designed UI and app screens for Kwint and SureWallet.
- Created promotional videos, GIFs, and marketing graphics.

PROJECTS

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

Led homepage redesign to improve tool discoverability and engagement. Simplified navigation, highlighted high-value tools, and introduced an intuitive layout. Results: 3× tool engagement, +16% event count, improved adoption of key features.

EDUCATION

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

SKILLS

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| Design | Wireframing, Prototyping, Interaction Design, Visual Design |
| 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 |

CERTIFICATIONS

Google UX Design Certificate (2022)

Last updated: 25 August 2025