

# Krati Sharma | Product 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 and UI 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

- |                 |   |
|-----------------|---|
| <b>Design</b>   | Wireframing, Prototyping, Interaction Design, Visual Design, UX Writing |
| <b>Research</b> | Usability Testing, UX Audits, Surveys, Competitive Analysis             |
| <b>Product</b>  | Data-driven Design, KPI Alignment, Feature Adoption Strategy            |
| <b>Tools</b>    | 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.

**Lab Test Booking UI (Mobile + Desktop) — [Figma Link](#)**

Personal project creating comprehensive design system and interactive prototyping for lab test booking platform across mobile and desktop interfaces.

## EDUCATION

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

## CERTIFICATIONS

Google UX Design Certificate (2022)