



SHALVI SHARMA

Product Designer | Empowering Businesses | Framer Expert

Portfolio

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shalvi-sharma

Bengaluru, KA

Dynamic product designer with 4+ years of experience spanning **fintech, logistics, mobility, luxury home design, and education in B2B/B2C/D2C**. Shalvi thrives at the intersection of user needs, business goals, and technical possibilities, wearing multiple hats as a researcher, strategist, and creator. From mapping user journeys to crafting prototypes and delivering polished designs, she brings a holistic approach to solving complex problems. Her work blends **systems thinking, interaction patterns, and visual storytelling** to create intuitive solutions that drive impact across industries.

EXPERIENCE

Product Design Consultant

Freelance/Self Employed

July 2023 – Present

Remote

- Designed intuitive **B2C** and **D2C** solutions for **SMBs** across diverse industries such as, Events & Entertainment, F&B, Education, Beauty & Fitness, Psychology & Therapy, Apparel, and Healthcare using tools like **Figma, Framer, and Procreate**. Applied **interaction design, product strategy, and service design blueprints** to create user-centric experiences, streamline workflows, and drive measurable **business growth**, while enhancing **brand identity** and emotional connections through high quality **UI Design** and **Product Strategy**.

Product Designer, B2B SaaS

KredX

Jan 2022 – Apr 2023

Bengaluru, IN

- Led **UX strategy** for KredX CMS's **Accounts Receivable module** utilizing **Adobe XD** and **UserTesting.com**, specifically designing **priority-based collections worklist** (task allocation, overdue tracking), **automated payment reconciliation interface**, and **customer portal** (invoice status, dispute management system) – resulting in **40% faster payment recovery**.
- Architected KredX CMS's **Account Payable suite** including **vendor portal** (automated invoice validation, PO tracking, payment status), **3-way matching dashboard** (PO-Invoice-GRN reconciliation, exception handling), and **vendor master data interface**; Integration with ERP; employed **user research** and **Agile practices** to validate **MVP features** in compressed timelines, achieving **90% user adoption**.
- Developed comprehensive **design system** for KredX CMS platform standardizing **components** (buttons, forms, tables), **interaction patterns**, and **accessibility guidelines**; created **modular design tokens** and documentation enabling seamless **localization** across international markets while maintaining consistent **user experience**.
- Spearheaded KredX CMS's **Dynamic Discounting module design** translating complex workflows into intuitive interfaces – created **early payment program dashboard** (discount calculators, payment scheduling) and **treasury surplus utilization interface**; led **design sprints** to enable real-time decision making, driving **25% increase in enterprise adoption** through **user-centered approach**.

Lead UX Designer, Logistics/Mobility

Vetifly

Jul 2021 – Dec 2021

Dubai, UAE

- Led **design initiatives** for Vetifly's on-demand helicopter booking app on Android and iOS, aligning **user experiences** with **business goals**. Conducted **user surveys** and **Heuristic Analysis**, improving **conversion rates by 20%** and **user engagement by 30%** through **streamlined navigation** and efficient **user flows**.

SKILLS

Generative AI in Design UI Design
User Centered Design UX Research
Prototyping Wireframing CMS
Design Systems UX Analytics
Problem Solving Design Thinking
Product Strategy UX Design
Usability Testing Sketching CRO
Storyboarding

TOOLS

Figma Framer HTML/CSS Miro
Loom MS Excel ChatGPT
Midjourney
Mixpanel Google Analytics
Adobe XD Procreate Webflow
Protopie Adobe Firefly

CERTIFICATIONS

- Enterprise Design Thinking Practitioner**
IBM Certified
- Webflow Pro**
Designwings UX/UI School
- Cognitive Psychology**
IIT Guwahati
- Human Computer Interaction**
Interaction Design Foundation, Denmark
- Human Centered Design**
IDEO
- UX Design**
Interaction Design Foundation, Denmark

ACHIEVEMENTS

- Designed **prototypes** and **wireframes** in **Figma**, supported by **A/B testing** and **Usability testing** to address **pain points** and enhance **task completion rates by 25%**. Delivered **5+ redesigns** by establishing a **feedback-driven framework** informed by **user insights**.
- Oversaw creation of **brand guidelines** and **office interior mood boards**, leveraging expertise in **interior design** to ensure **cohesive visual identity**. Collaborated **cross-functionally** to integrate **user-centered designs** with **strategic objectives**, driving measurable **business impact**.

Design Advisor / CRM, Interior Design

Bonito Designs

📅 Oct 2019 – Jun 2020

📍 Bengaluru, IN

- Crafted **personalized client requirements briefs**, **tailored pitches**, and immersive in-studio **material experience kits**, converting **20+ high-net-worth clients** and driving increased **closure rates**. Designed **value-added offers**, including exclusive **add-ons**, to foster long-term **relationships** and **referrals**.
- Led **cross-functional collaboration** to ensure **client preferences** were integrated into design solutions, enhancing **customer satisfaction**. Contributed to **CRM strategy** through efficient systems and hosted **awareness sessions**, generating high-quality **leads** and improving **brand presence**.

Business Communications Associate, Print Design

Skilltree Knowledge Consortium

📅 Dec 2018 – Oct 2019

📍 Bengaluru, IN

- Contributed to the '**Great Indian Preschools**' project for **Forbes Marquee** magazine by translating clients' educational visions into compelling brand voices, ensuring alignment with their values.
- Collaborated with the creative team to design layouts, including **shapes**, **banners**, **typography**, **color schemes**, and **content segmentation**. Focused on highlighting unique preschool offerings like **child-friendly rooms**, **safe spaces for kids with special needs**, and other specialized features, ensuring clear communication of key differentiators through thoughtful design and strategic content placement.

Private Banker, Financial Advisory

Allegro Capital Advisors

📅 May 2018 – Nov 2018

📍 Bengaluru, IN

- Recognizing the unique needs of HNIs, designed and implemented customized dashboards that delivered real-time portfolio insights, risk assessments, and performance analytics, leveraging data visualization techniques to simplify complex financial data impacting brand perception and customer satisfaction.

Market Research Intern, Digital Payments

Paytm

📅 Apr 2017 – June 2017

📍 Bengaluru, IN

- Led a comprehensive research project on the digital payments ecosystem in India, combining secondary and primary research with 150 nationwide respondents to identify gaps and opportunities, resulting in actionable insights that influenced strategic decisions.
- Synthesized complex data using strong critical thinking, market research skills, and information graphics to communicate findings effectively, aligning with client objectives and enhancing decision-making. Collaborated with stakeholders to drive data-informed solutions, applying service design blueprinting to ensure clear communication and impact.



Design X Social Global Innovation Award 2021

Created Socially inclusive Blueprint for Pandemic Preparedness for Communities



Enhanced User Experiences

Increased SME client satisfaction by 30% through improved UX and innovative interaction design.



Global Design Integration

Developed a design system adapted for 3 new international markets, increasing global usability.



Winner - Rank 1, International Marketing Competition

Spearheaded Advertising Campaign and Pitch for Incredible India, Organized by ITC

EDUCATION

PGDM, Marketing and Operations

Xavier's Institute of Management and Entrepreneurship

📅 2016 – 2018

📍 Kochi IN

- Lead - **MarkXime** (Marketing Club core committee; 2016-2017)
- Organised entrepreneurship, business seminars and emceed at the club events, business seminars.

PGDM, Sales, Distribution, Marketing Operations

Guangdong University of Foreign Studies

📅 2017

📍 Guangzhou China

BBA

CSJMU

📅 2013 – 2016

📍 Kanpur IN

- Presented market research report on Retail Consumer Behaviour and studied online and in-store experience.
- Actively led and organized events, single handedly hosted seminars, collaborated with peers and professors to raise funding/sponsors.