SHALVI SHARMA

Product Designer | Empowering Businesses | Framer Expert

🌐 Portfolio ✉️ shalviwork1@gmail.com 📞 +91-8604623965 in 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 and delivered **branding**, **digital design**, **UI/UX**, and **product strategy** solutions for **SMBs** across industries including **Events & Entertainment**, **F&B**, **Education**, **Beauty and Fitness**, **Psychology & Therapy**, **Apparel**, and **Healthcare**. Leveraged tools like **Figma**, **Framer**, and **Procreate** to drive **digital transformation**, helping businesses establish a **strong online presence** and enhance **user engagement**.
- Focused on crafting **intuitive interfaces**, improving **usability**, and strengthening **brand identity** to foster **emotional connections** and drive **measurable growth**.

Product Designer, B2B SaaS

KredX

📅 Jan 2022 – Apr 2023 📍 Bengaluru, IN

- **Accounts Payable (AP):** Designed a **vendor portal** with features like **automated invoice validation**, **purchase order (PO) tracking**, and a **3-way matching dashboard** for reconciliation. Developed a **vendor master data interface** seamlessly integrated with **ERP systems**, driving a **67% increase in user adoption**. Simplified workflows to improve operational efficiency and enable real-time tracking of financial processes.
- **Accounts Receivable (AR):** Created a **priority-based collections worklist**, **automated payment reconciliation**, and a **customer portal** for real-time **invoice tracking** and **dispute management**. Enhanced collection efficiency and accelerated cash flows, achieving a **40% faster payment recovery** for enterprises like **Amjey** and **Metro**.
- **Design System and Tools:** Leveraged tools like **Adobe XD**, **UserTesting.com**, and **Mixpanel** to validate solutions and align with user needs effectively. Built a **comprehensive design system** for the **KredX CMS platform**, standardizing **UI components** (e.g., buttons, forms, tables), **interaction patterns**, and **accessibility guidelines**. Created **modular design tokens** with detailed documentation, enabling seamless localization for **international markets**. Designed an intuitive **Dynamic Discounting module** for **early payment programs** and **treasury surplus utilization**, improving user engagement and experience.

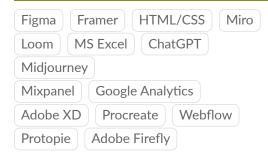### Lead UX Designer, Logistics/Mobility

Vetifly

📅 Jul 2021 – Dec 2021 📍 Dubai, UAE

- Led **digital transformation** for Vetifly's **air ride-hailing services**, improving **usability** and driving **digital launch** and **demographic expansion**. Worked on **website redesigns**, creating **prototypes** and **wireframes** in **Figma**, and enhanced **task completion rates** using **A/B testing** and **usability testing**.

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

- Redesigned Vetifly's **helicopter booking app** for **Android and iOS**, achieving **35% higher user engagement** through streamlined **navigation** and **user flows**. Collaborated with teams across the **USA**, **Africa**, and **Dubai**, delivering **globally impactful solutions** and building cohesive **visual identities** for on-ground teams.

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-networth 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 an in-store experience.
- Actively led and organized events, single handedly hosted seminars, collaborated with peers and professors to raise funding/sponsors.