Pranshi Sharma

UX Designer

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MyPortfolio

SUMMARY

UX Designer with a blend of design thinking and technical expertise, dedicated to creating seamless, user-friendly experiences. Skilled in wireframing, prototyping and creating interfaces that enhance usability and engagement. With a background in backend development, I understand the feasibility of designs and collaborate effectively with developers to bring ideas to life. Passionate about solving user problems through thoughtful design, ensuring accessibility, scalability, and business impact.

WORK EXPERIENCE

Jr. UX Designer
Jan 2024 - Present
Ernst&Young LLP

- Worked on Workforce Management Application (Re-design). Analysed user pain points and vulnerabilities and re-designed the app within a month given the requirements and timeframe adhering with the company theme.
- Being the only designer in the team, I was responsible for creating both low and high-fidelity prototypes. Improved user engagement by 15%through redesigned onboarding flow.
- Coordinated with development teams to implement multi-component systems, reducing design inconsistencies. Reduced developer queries by 30%.
- Iterated on designs based on feedback, documented design processes and maintained design consistency.

UX Designer Staff
May 2023 - Dec 2023
Ernst&Young LLP *(Client : IDFC First Bank)*

- Designed UX screens for a leading banking app in India, based on provided screenshots, ensuring consistency with brand themes.
- Analysed impact and effectiveness of in-app UI changes on customer retention, identified features of customer behaviour and recommended additional menu modifications.
- Collaborated on the development of user personas and journey maps to guide design concepts.
- Managed update of company style guide leading to improved visual consistency.
- Worked closely with developers to implement designs, maintaining usability and aesthetic integrity.Conducted user testing, leading to significant UX improvements.

Java Backend Developer
Mar 2022 - Apr 2023
Ernst&Young LLP *(Client : Morgan Stanley)*

- Developed and maintained an application serving as the golden source of data.
- Designed and implemented 10+ REST APIs. Improved system performance, reducing API response times from 500ms to 200ms.
- Collaborated with UX designers to ensure backend feasibility of wireframed UI components.
- Contributed to cross-functional teams, offering a technical perspective on UX design feasibility.

SKILLS

- Figma
- Adobe Xd
- Wireframe Creation
- Prototyping
- Personas/User flows
- HTML/CSS
- Java/Springboot
- REST APIs
- Git
- PostgreSQL