



SAPNA UPADHYA

UX Designer / Project Manager

UX designer with a strong product management background and a foundation in instrumentation technology engineering, specializing in creating intuitive, user-centric, and data-driven designs that enhance overall user satisfaction.

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📍 Munich, Germany

PRODUCT/DESIGN SKILLS

Research & Analysis - User Research, Market Research, User Testing, Information Architecture, User Flows, Wire-framing, Rapid Prototyping, Usability Testing.

Strategy & Business - UX Strategy, Product Thinking, Agile and Lean UX, Product Specification Development
KPI Tracking and Performance Measurement, Business Case Creation, Documentation

TOOLS

Figma, Canva, Zeplin, Balsamic, Adobe Photoshop, MS PowerPoint, MS Excel, Jira, Confluence, Miro, Midjourney AI

PROGRAMMING SKILLS

HTML, CSS

LANGUAGES

German - B2 Ongoing, English - Fluent, Hindi - Fluent, Kannada - Native

PROFESSIONAL EXPERIENCE

Freelancer - UX Designer / Project Management, Munich (Remote)

Jan 2025 - Present

Project 3 - Payroll application for mobile

- Led end-to-end design and delivery of a payroll mobile application for Peace Payroll, from client consultation and requirement gathering to deployment.
- Conducted detailed user research and market analysis to inform UX decisions and product direction, ensuring alignment with business goals and market needs.
- Created comprehensive business requirement documents (BRDs), user flows, and wireframes to guide development and enhance stakeholder clarity.
- Managed cross-functional coordination and project timelines, acting as both UX designer and project manager throughout the product lifecycle.
- Developed product specifications, supported performance tracking, and conducted usability tests to evaluate product-market fit.
- Played a key role in shaping product strategy and identifying opportunities that strengthened the client's market positioning.

Experteer GmbH - UX Designer, Munich

Feb 2022 - Sep 2024

- Led the end-to-end design process for new features and the website redesign, from user research to high-fidelity wireframes and rapid prototypes, adhering to core UX/UI design principles.
- Implemented and maintained a design system to ensure consistency across products, aligned with industry best practices and accessibility standards.
- Collaborated closely with stakeholders (management, marketing, and technical teams) to streamline the design process across all stages of the product development lifecycle, ensuring alignment and efficiency.
- Worked with product managers and development teams to align with business goals and user needs, while prioritizing user-centered design to enhance product usability and customer satisfaction.

Hloov - UX Designer Intern, Munich (Remote)

Nov 2021 - Feb 2022

- Streamlined early-stage product research for enhanced efficiency.
- Guided and actively participated in the entire UX process, crafting journey maps, mock-ups, and prototypes, documentation while developing a design system tailored for the digital twin project, optimising collaboration and productivity.

Freelancer - UX Designer / Project Manager, Munich (Remote)

Jan 2020 - Dec 2020

Project 2 - Table reservation application for restaurants

- Led the entire user research process for the application, including ideation, market and competitor analysis, user personas, user journey maps, information architecture, user flows, and low- to high-fidelity designs with rapid prototypes.
- Efficiently designed high-fidelity wireframes for the application with clickable prototypes.

Project 1 - Cashback and coupons website/application

- Led the product lifecycle for a coupon and cashback application from ideation to launch, ensuring alignment with user needs and business goals to drive engagement and retention.
- Conducted extensive user research and testing to understand customer preferences and pain points, translating insights into intuitive UX designs that enhanced the user experience and simplified the redemption process.
- Utilized usability testing to identify and resolve bugs while implementing valuable UI enhancements.

Cargill Business Services - Application Project Manager, India

Jun 2017 - Apr 2019

- Served as the special point of contact for manufacturing and feed formulation applications, ensuring seamless integration and functionality.
- Supervised application health management, including logical access reviews, process & shared IDs management, segregation of duty, disaster recovery plans and thorough documentation.
- Contributed to development strategies, researching go-to-market solutions for applications.
- Conducted in-depth user research to uncover pain points and design effective user flows for an in-house maintenance data application; additionally, led market and competitor analysis to assess and prioritize potential product opportunities.
- Documented and maintained the entire UX process on confluence including tickets on Jira.

EDUCATION

Vocational training - UX Designing

Jan 2021 - Jun 2021

Career Foundry - Berlin

Bachelor of Engineering - Instrumentation Technology

Aug 2013 - May 2017

BVB College of Engineering & Technology - Hubballi, India