

# Yash Sharma

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## Profile Summary

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Creative **Sr. Product Designer** with 3+ years of experience transforming complex systems into intuitive, engaging, and scalable digital products. Passionate about design systems, usability, and data-driven problem solving. Experienced in creating impactful UI/UX for B2B, logistics, fleet management, EdTech, and gaming platforms.

## Skills

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**Design:** UI/UX Design, Design Systems, Interaction Design, Wireframing, Prototyping

**Research:** User Interviews, User Research, Competitive Analysis, Empathy Mapping, Information Architecture

## Experience

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**Senior Product Designer**, Avaronn

Mar 2025 – Present

- **FleetWise (Owners)** – Designed an insight-led platform that helps fleet owners monitor vehicles, manage drivers, and track performance using data-rich P&L dashboards for business decisions.
- **FleetWise (Saarthi)** – Created a driver-first app with hotspot zones, route updates (traffic, chargers, etc.), and a social section for voice-enabled posts, connecting driver communities.
- **ClientWise** – Designed India's first multi-pickup and multi-drop B2B logistics platform enabling manufacturers and logistics teams to coordinate, schedule, and track deliveries in real time.
- Contributed to **Mediksha (EdTech)** and multiple **AI-powered platforms**, focusing on accessibility, usability, and visual clarity.

**UI/UX Designer**, League11

May 2022 – Mar 2025

- Redesigned the League11 fantasy sports app, scaling user growth from 3L+ to 14L+ users through intuitive design and improved engagement.
- Created a unified design system and crafted high-fidelity UIs for **Justice Poker**.
- Designed **ScoresNow** from scratch, delivering seamless cross-platform (mobile and web) experiences.

## Key Projects

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**FleetWise Platform (Owners + Saarthi)**

2023

- Translated real-time fleet data into actionable insights for owners and drivers.
- Implemented visual clarity across dashboards and mobile workflows.
- Built scalable design systems for both user personas: business owners and drivers.

**ClientWise Logistics Platform**

2022

- India's first-ever multi-pickup and multi-drop B2B delivery planning tool.
- Focused on seamless scheduling, tracking, and coordination for logistics teams.

## Education

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**Diploma in Product Design & 3D Animations**

2020 – 2022

**Bachelor of Computer Applications (BCA)**

2018 – 2021

## Tools

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**Design & Prototyping:** Figma, Framer, Photoshop, Illustrator

**Research & Documentation:** Notion, Zeplin, Google Forms, Perplexity