

Manashi Sharma

Product Designer (UX / UI)

Contact

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A user-focused, data-driven & AI-oriented Product Designer with 4 years of experience designing complex web and mobile applications for SaaS, E-commerce and enterprise systems. Experienced in conducting UX research, identifying user needs, and translating complex insights into **impactful, practical & delightful solutions**, backed by a **strong foundation of Design Thinking**.

Work Experience

Product Designer

Leapon

April 2025 - Mar 2026

- **Designed and Scaled SaaS Contact Management and Integration Features** for 1,500+ B2B users that increased **platform adoption by 30%**.
- **Seamlessly embedded integrations into user workflows** in close collaboration with **Tech Team** to provide a unified configuration experience which **increased productivity by 1.5x**.
- **Designed AI-powered Calling Agents** in collaboration with **Product & Tech** to automate manual outreach which **improved workflow efficiency for SMBs 12%**.
- **Redesigned Onboarding and Upgrade flows** through iterative testing that improved user retention with **15% lift in paid conversions**.
- **Led end-to-end discovery and redesign of the Product Dashboard** to address underused features identified by conducting usability testing that **increased feature adoption by 18% and boosted engagement by 10%**.
- **Conducted Qualitative UX research** with a **sample size of 23** to understand real user needs through **empathy and customer journey mapping** that shaped multiple product decisions and improved **alignment between user goals and lifecycle needs**.

Product Designer

OMG!Red

July 2025 - Present

- **Collaborated with Product, Tech & Legal to design end-to-end Seller Registration Workflow** for business owners with integration of multiple third party APIs aiming **500 registrations in the first 30 days of launch**.
- **Conducted competition benchmarking & user interviews to design Product Listing Workflow** in collaboration with Product & Tech aiming 750 listings in first 30 days.
- **Designed workflow to update password and profile details** in Unified Account Settings, iterated in close collaboration with Tech & Product to add flexibility in user experience.

UI/UX Designer

Langoor

Jun 2023 - Apr 2025

- **Collaborated as a Product Partner for Kohler in designing of OTP based Signup flow** for their native platform that **boosted account creation by 67%**.
- **Seamlessly included active reminders in the end-to-end Checkout Flow** based on data-driven and customer insights and close collaboration with Product Management which **improved product discovery by 20% and increased sales by 18%**.
- **Incorporated Recommended Items in Cart** as part of proposals based on customer insights from UX Reports that **reduced Cart Abandonment Rate by 11%**.
- **Redesigned end-to-end information architecture** of the platform with pixel perfect page designs in compliance with "Kohler Global Design System" that increased **Click Through Rates on flagship products by 19%**.

- **Co-facilitated robust methods to increase efficiency in Spec Handoff** to Kohler's Development Team through authoring of design modules and documentation for smooth referring of assets during Development Phase.

UX Design Intern

F1 Studioz

Mar 2022 - Jul 2022

- **Designed multiple SaaS products** as a consultancy by collaborating with cross-functional teams. Conducted basic research, surveys, journey mapping, information architecture, wire-framing, prototyping in Figma with by specs handoff.

UX Design Intern

Ergonomics Lab, IIT-G

May 2019 - May 2019

- **Gaining hands-on exposure to human factors** and user-centered product design principles in an academic research environment. **Explored physical and cognitive ergonomics to inform comfortable, safe, and usable product and workstation concepts.**

Education and Certifications

University of Waterloo

Managing AI Projects

Designing, planning & delivering AI projects using CRISP - DM/ML frameworks, aligning AI models with business goals, managing data, risks, ethics, stakeholders, and deployment workflows, a need of hour in the industry.

Interaction Design Foundation (IxDF)

Design for the 21st century with Don Norman

Applying human-centered and systems thinking to tackle complex global challenges, uncover root causes, and build impactful, ethical, 21st-century design skills that focuses on reflecting on your thoughts as a designer and think more like a visionary.

University of Central Lancashire, UK

Advanced course in child computer interaction

Identify and address challenges in child-centered design, also apply and evaluate child-appropriate tools, methods, ethics, and studies for meaningful participation.

Bachelor in Design

CIT Kokrajhar

Bachelors in Design from CIT Kokrajhar focused on imparting Design education on core Design Thinking, UX/UI Design, Human-centric Design Methodologies, User Research, Field Studies, Digital Interaction, Graphic & Visual Communication, and Multimedia.

Skills

Domain Expertise

UI/UX Design
Wireframe
Rapid Prototype
User-Centered Design
Information Architecture (IA)
User Personas
User Journey Mapping
Digital Strategy
Accessibility (WCAG)
Creative & Strategic Thinking
Interaction Design
Visual Design
Service Design
Business Model Canvas

Research Expertise

UX Research
User interviews
User Personas
Strategy Map
Usability Testing
Heuristic Evaluation
Surveys
A/B Testing
Card Sorting
Tree testing
Data Analysis
Research Analysis
User Storyboard

Soft Skills

Active listening
Adaptability and flexibility,
Conflict resolution
Critical thinking
Cross-Functional Collaboration
Design storytelling
Giving and receiving critique
Openness to feedback
Presentation & Communication
Problem solving ownership
Product thinking
Prioritisation skills
Proactive communication
Stakeholder management
Time management
User centred mindset
User empathy.

Tools Expertise

Figma
Figma Make
Adobe Creative Suite
Stitch by Google
Framer
MS Office
Miro
Whimsical
Google Analytics
Jira
iMovie
Procreate