

# Manashi Sharma

## Product Designer

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### Contact

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### Education

#### Bachelor in Design

Multimedia communication and Design, CIT Kokrajhar.

## Work Experience

### Product Designer

#### OmgRed

July 2025 - Present

- Designing end-to-end e-commerce brand for an early based Canadian startup as a Product Designer. This involves not only designing UX flows & brand identity, but also collaborating closely with developer, marketing & product manager in building strategy & process. Target to go live by Dec 2026 🚀.

### UI/UX Designer

#### Langoor Marketing Transformation Pvt. Ltd.

Jun 2023 - Apr 2025

- Collaborated as a partner for the brand "Kohler" in leading end-to-end experience design for their e-commerce platform which improved Page Views by 23% Year on Year, and boosted sales by 18%.
- This project involved designing all pages including Product Specifications, Product Listing, Category Landing, Home page, SEO Blogs, as well as UX flows for Signup, Checkout, Add to cart, and others necessary for an exhaustive e-commerce platform.
- It was done through understanding user research, usability & accessibility studies, mapping customer journeys, laying out information architecture, designing wireframes, and crafting high-fidelity responsive UI design in Figma by not only just managing, but also contributing to Kohler's Global Design System.
- The project demanded extreme collaboration with stakeholders for information exchange, reviews, decisions & approvals.

### UX Intern

#### F1 Studioz

Mar 2022 - Jul 2022

- Designed end-to-end UX & collaborated with cross-functional teams to improve usability of SaaS product. It was done by conducting user research, surveys, journey mapping, laying out information architecture, wire-framing, prototyping, and interaction design in Figma followed by specs handoff.

### UX Intern

#### Ergonomics Lab, IIT Guwahati

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.

## Certifications

### University of Waterloo

Managing AI Projects  
March 5 - Present.

- 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

Design for the 21st century with Don Norman, Nov 2022

- 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.

### IIT Guwahati

Advanced course in child computer interaction, May 2019

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