

# Manashi Sharma

Product Designer

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[Portfolio](#) | [Linkedin](#)

## EXPERIENCE

### **Freelance Designer**

Canada | Oct 2025 -Present

### **UX Designer, Langoor**

Bangalore, India | June 2023 -April 2025

### **UX Intern, F1 Studioz**

Mumbai, India | March- July 2022

### **UX Intern, Futuring Pvt. Ltd.**

Pune, India | March-April, 2021

### **UX Intern, Ergonomics Lab, Indian Institute of Technology, Guwahati (IIT-G).**

Guwahati, India | May, 2019

## SKILLS

- UX Research, Competition Analysis, Usability Testing, Design Feedback, Design Thinking.
- Design Ideation, Lo-fi Sketches, Mockups, Prototype.
- Information Architecture, Wireframing.
- UI UX Design | End-to-End Product Design.
- Communication, Story-telling, Usability Heuristics, Inclusive Design.
- Design Systems, and Visual Design, Information Design, Typography, Colour.
- Cross-Functional Collaboration (Business, Product, Development teams).
- Proficient In Figma, Miro, FigJam, MS Office.
- Familiar with Jira, Confluence, MS Teams.

## PROJECTS

### **KOHLER**

- Designed the end-to-end ecommerce experience for Kohler India, simplifying complex product decisions for B2B and B2C buyers and improving key funnel metrics across discovery, comparison, and checkout.
- Collaborated with multiple stakeholders across the globe to align page structure with campaign goals, improving engagement (scroll depth / key interactions) by 20%+ on priority journeys.
- Designed 300+ pixel perfect screens with responsive layouts for multiple viewports and handed off to the dev team with implementation support.
- Improved page view by 23% for Product Detail Page and improved year to year Sales by ~ 18.5%.
- Managed & Contributed to Kohler's Global Design System and Coordinated meetings, approvals, & design tasks across various levels.

### **Other Projects**

- Heuristic Analysis of the multiple websites.
- Overhauled the Information Architecture.
- Explored the UI UX Design with pixel perfect screens.

## CERTIFICATE

**Design for the 21st Century with Don Norman**, The Interaction Design Foundation Issued on Nov, 2022.

**Advance Course in Child Computer Interaction**, Indian Institute of Technology, Guwahati, India, May, 2019.

## EDUCATION

### **Bachelor in Design**

Department of Multimedia Communication and Design, Central Institute of Technology, India.