Kashika Sharma
Product Designer

Product Designer with experience in system-driven UX for multi-role platforms. Skilled at translating ambiguous requirements into clear, scalable user flows while balancing business, operational, and technical constraints. Strong focus on decision-heavy products, complex data, and real-world usage pressure.

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PROFESSIONAL EXPERIENCE

UX Designer - Fractal Ink (Dentsu)   Jan' 2023 - Ongoing | Mumbai (Hybrid)

Designed UX for multi-role products across quick commerce, enterprise SaaS, insurance, construction-tech, and education.

- **Enterprise automotive SaaS:** Designed IA and interaction logic for B2B dashboards and approval workflows, simplifying dense performance data.
- **High-scale quick commerce:** Structured discovery, cart, checkout, and post-order flows for value-driven Tier 2/3 markets.
- **Regulated insurance platform:** Designed mobile-first servicing flows aligned with compliance and phased rollout constraints.
- **Construction commerce:** Supported complex buying journeys using estimators, calculators, and structured cart logic.
- **Education platform:** Translated behavioral research into interaction-level UX improvements.

Collaborated closely with product and engineering to ensure feasibility, clarity, and scalability.

Product Designer - AFPMS   Jul ' 22 - Dec ' 22

- Sole designer for a multi-role, multi-app LMS serving students, teachers, parents, and administrators.
- Designed dashboards, task flows, progress tracking, and communication systems.
- Improved navigation and hierarchy as product scope scaled.

EDUCATION

B.Des - Interaction Design / 8.2 GPA   **Senior Secondary / 92.2%**

JK Lakshmipat University (2019 - 2023)   India International School, Jaipur (2019)

PROFESSIONAL COURSES

Putting Behavioural Sciences   **Prompt Engineering for Generative AI**

JK Lakshmipat University   DeepLearning.AI

SKILLS

Information Architecture · UX Strategy · Interaction Design · System Design · Usability Testing · Behavioral Design · Design Systems · Figma · AI-assisted Design Workflows