

# Garima Sharma

## Product Designer

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### PROFILE

Inclusion-focused UX Designer with 3+ years of experience working with SMEs to create end-to-end, inclusive user experiences. Proven track record of visual design, user research, and product administration across various industries.

### PROFESSIONAL EXPERIENCE

**Unikwan Innovations, UI/UX Designer** 12/2022 – present  
• **Conducting user research** and **creating designs for 15+ brands** under Aditya Birla Fashion and Retail

**Lemon Yellow LLP** [📄](#)  
*Sr. UI/UX Designer* 04/2022 – 12/2022  
• **Voot** - Led **data-driven UX research** in collaboration with cross-functional teams, across all devices. **Conducted workshops** to encourage **accessible and inclusive design**.

*UI/UX Designer* 09/2021 – 03/2022  
Designed the user experience for EdTech, SaaS, and OTT platforms. Also mentored new designers and led team efforts for UX research.  
Key projects:  
• **SonyLIV** - Helped facilitate a 6-person team that was in charge of design across all platforms. Also responsible for TV designs.  
• **Clicbrics** - Created an innovative solution for real estate website.  
• **IBEDx** - Designed 4/5 portals in the EdTech Web-app ecosystem. Standardized components and flows across all five portals.

**CERVOO, UI/UX Designer** [📄](#) 08/2020 – 08/2021  
Researched and designed end-to-end applications in collaboration with tech and business teams. Also managed projects and timelines.  
**Key projects:**  
• **Condoit** - Developed a B2B platform to **digitise the process of electrical audits** in high-risk environments. The company later got **\$1M** in the first round of funding.  
• **Grroup** [📄](#) - Did primary research and produced initial designs of the app concept

**The Isaiko, Co-founder** 05/2020 – 08/2021  
• Created digital assets (social media creatives, website design, newsletter and magazine design, brand guide) that resulted in a 400% rise in follower count.  
• Designed physical assets (merch production and album art designs) that sold out in 3 days.  
• Supervised and managed a team of 8 people (interns included).

### EDUCATION

**Bachelor of Technology - Electrical and Electronics Engineering,** 2017 – 2021  
*Maharaja Agrasen Institute of Technology, Delhi* [📄](#)

**Secondary & Senior Secondary, Presidium** [📄](#) 2015 – 2017

### AWARDS

**Rising Star, Lemon Yellow** 10/2021

**Mindfulness App Design Competition, Lemon Yellow** 07/2020  
*Second Prize*

### CERTIFICATES

- Understanding Research Methods [📄](#)
- Foundations of User Experience (UX) Design [📄](#)

### SKILLS

Figma | Adobe Creative Suite | UX Research | Qualitative Research | Wireframing | Storyboarding | UI Design Prototyping | Mixpanel Data Analysis | Animation | Quantitative Research | Usability Testing