

# Avani Sharma

## Product Designer

<https://inavasharma.com>

inava.sharma@gmail.com | +91 96691 66651

I enjoy crafting user-centric human experiences that leave a positive impact on people, environment and society. I believe, life is all about experiences. Whatever we do, feel, see, touch, hear comes along with an experience.

### SKILLS

#### Design

Interaction Design  
Design Thinking  
AI Tools  
User Research  
Story Telling  
Systems Thinking  
User Testing  
Problem Solving  
Service Design  
Information Architecture  
Wireframe and Prototype  
User Interface Design  
Creative Coding  
Data Visualisation

#### Tools

Figma  
Microsoft Office  
Adobe Creative Suite

#### Programming

HTML5 & CSS3  
C/C++  
Java  
JavaScript  
p5.js  
Arduino  
R

#### Learning

Motion Design  
Data Analytics  
Product Roadmapping

### HOBBIES

Kathak and  
Contemporary Dance  
Karate Player  
Paper Crafts  
DIY Art  
Doodling  
Illustration

### EXPERIENCE

#### Microsoft — UX Designer

FEB 2022 - PRESENT

- Designing intuitive **task management experiences** for 30M+ monthly users on Microsoft To Do app, enhancing productivity and ease of use.
- Initiated the integration of To Do with other Microsoft offerings such as **MS Outlook and Bing Shopping**, resulting in a seamless experience for users.
- Owner of the design consistency initiative of **iOS and Windows clients**, impacting total **6.5M +** users. Reduced design time by **30%**.
- Winner in the Integration category in a **global Hackathon** by Microsoft, showcasing the ability to collaborate effectively with cross-functional teams.

#### cult.fit — Contract Product Designer & UX Researcher

MAY 2021 - JAN 2022

- Built a unified **Design System Library** for cult.fit, leading to coherence across multiple products.
- Conducted in-loop **usability testing** to validate the design system components, user flow, and experience, resulting in an enhanced user experience.
- Shipped the complete plan & design of vaccination drive **digital experience** for the company's offline members, resulting in 10% increase in customer satisfaction.

#### Fisdom — Product Designer

NOV 2020 - APRIL 2021

- Designed **end-to-end user flows & experiences** for mutual fund transactions from Moneycontrol (via finity), impacting **17M user-based fin-tech** news platform in India.
- Planned and conducted diverse **qualitative** research methods to identify user needs and behaviors, validated them via **quantitative & secondary research**, resulting in an improved user experience.
- Managed products at fisdom (B2B) and finity (B2C), resulting in increased product adoption and customer satisfaction.

#### Market Pulse — UX Research Intern

May 2019 - July 2019

- Conducted a **User Research** study on the importance of news in the trading industry, impacting the app's user experience.
- Mapped the current scenario via **user research interviews** and interviews with journalists and news analysts, resulting in a better understanding of user needs and behaviors.

### EDUCATION

#### Srishti Institute of Art, Design and Technology, Bengaluru — M.Des in HCD

2018 - 2020

#### Medi-Caps Institute of Technology and Management, Indore — B.E. in CSE

2013 - 2017