

Deepti Sharma | UX /UI Designer

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Professional Experience

UX/UI Designer | LexisNexis | Raleigh, USA

(10/2022 - 07/2023)

- Led the end-to-end contact icons design (iconography that distinguishes between 6 contact types) for an enterprise Client Relationship Management (CRM) product-rebranding ensuring empathy, accessibility, visual consistency, and improved representation of contact information.
 - Collaborated with a UX researcher on 6 interviews, and 20 surveys and analyzed feedback from clients, resulting in a refined and intuitive solution that met customer needs.
 - Oversaw usability tests for iconography iterations among 6 clients resulting in an 84% success rate.
- Contributed to the revamping of the desktop interface for the CRM product 'Interaction,' now known as 'InterAction+.'
- Led the inception of redesign of filters and grid panels, leveraging an iterative design process driven by competitor and customer insights (client feedback discovery and analysis, heuristic evaluation) for the CRM product.
- Collaborated frequently with a cross-functional team of Product Managers, Development teams, UX designers, Researchers, and Visual designers to deliver impactful solutions in an agile environment.

UX/UI Designer & Researcher | K Cancer | Chicago, USA

(04/2022- 06/2022)

- Led a team of four designers through a strategic website redesign, ensuring alignment with the design vision, planning activities, and presenting the final design.
- Enhanced user experience of important event tractions and donations on the website
- Conducted intensive user research, leveraging insights to redesign the sitemap, wireframe creation, and interactive prototype development.

UX/U Designer | Code for Chicago | Chicago, USA

(09/2021 - 05/2022)

- Scaled the existing Design System by adding an improvised style guide informing the button, typography, and color schemes.
- Implemented a user-friendly toggle system in the navigation bar for seamless language switching.
- Introduced an accessible and safe exit option in compliance with WCAG guidelines for a visitor of the site to quit the website.
- Developed an engaging illustration language system for a novel browsing experience.
- Collaborated with a diverse team to enhance the client's website experience.

Quality Assurance Engineer | Tech Mahindra | Bangalore, India

(08/2016 - 08/2019)

- Led quality assurance efforts for 2 critical modules of a financial product for a client, proactively identifying errors.
- Designed and maintained 150+ user test cases for the application's regular maintenance and enhancements which lay the foundation of the application test.
- Engaged in global scrum calls with product owners and developers, contributing insights to enhance the customer experience.
- Conducted extensive testing (including smoke, regression, and ad-hoc testing), across 300+ user test scenarios.
- Oversaw the development of thorough testing and UX defect-tracking documentation, resulting in 100% closure rates.

Skills

- **Technical:** Figma, Adobe Creative Suite, Sketch, Invision, Microsoft Office (Excel, PowerPoint), Keynote, HTML/CSS
- **Design:** Design thinking, problem-solving, User-centered Design, UX Research (Interviews, surveys, Competitive analysis, Storyboarding, Heuristic analysis, Persona development, User Journey Mapping), Information Architecture, User flow, Card Sort, Tree Testing, Sitemaps, Product Design, Wireframing, Prototyping, Design System, Design for Accessibility, Web Design, Mobile App Design, Usability Testing.
- **Collaboration:** Agile Development, Miro, Monday, Canva, Slack, Trello, MS Teams.

Education

- **Human-Computer Interaction (M.S)** | DePaul University | Chicago, Illinois (2020 to 2022)
- **Information Science (BE)** | NMAM Institute of Technology, Karnataka, India (2012 to 2016)