

PANKAJ SHARMA

Senior Product Designer | UX/UI Designer | 5+ Years Experience

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PROFESSIONAL SUMMARY

Senior Product Designer / UX/UI Designer with 5+ years of experience designing end-to-end web and mobile products that balance user needs with business goals. I have worked on 50+ client and product projects, helping improve user experience, user engagement, user retention, and conversion through user research, product thinking, and scalable design systems. I work closely with product managers, developers, and stakeholders to solve user problems and support product KPIs, business growth, and ROI through thoughtful design decisions. My focus is on creating simple, user-friendly products that deliver value to both users and businesses.

PRODUCT DESIGN SKILLS & TECH STACK

Design Tools:	Figma (Design, Prototyping & Dev Handoff), Adobe XD, Adobe Photoshop, Adobe Illustrator, Sketch
AI Powered Tools:	ChatGPT, UX Pilot, Uizard, Relume, Lovable, Gemini, Google AI Studio, Notion AI
Core Skills:	Product Design, Product Thinking, Product Strategy, UX Design, UI Design, Visual Design, User Research, User Interviews, User Journey Mapping, Information Architecture, Wireframing, Prototyping, Interaction Design, Design Systems, Atomic Design, Responsive Design, Mobile & Web App Design, Accessibility, Usability Testing, A/B Testing, Conversion Optimization, Product KPIs, ROI, Business Impact, Data-Driven Design, SaaS Products, Cross-functional Collaboration, Stakeholder Management, Developer Handoff, Design QA

PROFESSIONAL EXPERIENCE

Senior Product Designer UX/UI Designer	March 2021 – Present
eWebWorld, India	

- 1) **Project:** Daily Mirror (Mobile App + Admin Panel)
Role: Product Designer (UX/UI)
Duration: October 2024 – January 2025
Tools: Figma, Figma Make (AI), Adobe Illustrator, ChatGPT, Google Forms
Project Type: Self-Initiated Product Design Project
Case Study: <https://pexxora.com/wp-content/uploads/2026/07/Daliy-Mirror-UX-Case-Study.pdf>

- Job Role:**
- Completed product design lifecycle from discovery to high-fidelity UI, ensuring alignment between user needs & business goals.
 - Designed 40+ screens and interactive prototypes for mobile applications, improving usability, navigation, & overall user experience.
 - Conducted user research, surveys, and 1:1 interviews to identify user pain points, validate product requirements, and create user-centered design solutions.
 - Designed a comprehensive Admin Panel to support analytics, AI management, monetization, and operational control, enabling efficient decision-making with a privacy-first architecture.
 - Integrated business thinking into design decisions by planning freemium models, premium features, and future B2B opportunities to support product growth and monetization.

- 2) **Project:** Fanzaty Esports Platform (Web + Mobile App + Admin Panel)
Role: Product Designer (UX/UI)
Duration: July 2024 – At present
Tools: Figma, Photoshop, ChatGPT, illustrator
Website: <https://www.fanzaty.net/>
Apple Store: <https://apps.apple.com/in/app/fanzaty/id6746043884>
Play Store: <https://play.google.com/store/apps/details?id=com.fanzaty.app>

- Job Role:**
- Led the complete product design process from market research and user research to high-fidelity UI, improving the product based on user feedback, client requirements, and business goals.
 - Collaborated closely with Angular and React developers to ensure smooth implementation and design consistency in the Project.
 - Created a scalable design system across web and mobile platforms to improve design consistency and development efficiency.
 - Conducted meetings with clients and development teams to align product decisions with business goals and project requirements.
 - Built a scalable Figma design system and used AI tools to explore design ideas, validate design decisions, and improve the overall user experience.

EDUCATION

Diploma in Computer Applications	2019 – 2020
Rama Technical Degree College, Kushinagar, UP	
Bachelor of Commerce (B.Com)	2016 – 2018
Shri Mati Anuragi Devi Mahavidyalaya, Kushinagar, UP	
Higher Secondary (12th)	2014 – 2015
Sachidanand Inter College, Kushinagar, UP	

CERTIFICATIONS

- Using AI in the UX Design Process (LinkedIn Learning)
UX Research (LinkedIn Learning)

PROFESSIONAL STRENGTHS

- Leadership & Mentorship
- Time Management
- Business Thinking
- User-Centered Design
- Cross-functional Collaboration
- Problem-Solving
- Product Thinking