

PANKAJ SHARMA

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

📍 Indore

Email: spankaj8874@gmail.com Phone: +91 8874914529 Portfolio: pexxora.com <https://www.linkedin.com/in/pankaj-sharma-ux-india/>

PROFESSIONAL SUMMARY

I'm a product and senior UX/UI designer with 5+ years of experience designing end-to-end digital products that balance user needs with business goals. 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 clients 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, Figma AI, Lovable, Gemini, Claude
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, Responsive Design, Mobile & Web App Design, Accessibility, Usability Testing, A/B Testing, Conversion Optimization, Business Impact, Data-Driven Design, SaaS Products, Cross-functional Collaboration, Client Meeting, Developer Handoff, User centric design

PROFESSIONAL EXPERIENCE

Senior UX/UI Designer	August 2024 – Present
eWebWorld, Indore Madhya Pradesh, India	

- Lead end-to-end design for web and mobile products, from user flows and wireframes to high-fidelity UI and interactive prototypes.
- Work closely with clients, product teams and developers to understand requirements and create simple, user-friendly design solutions.
- Conduct user research and usability testing to understand user needs and support design decisions.
- Create and maintain design systems and reusable UI components to keep products consistent across web and mobile platforms.
- Guide junior designers through design reviews and feedback, while handling client discussions and design requirements across projects.

UX/UI Designer	September 2021 – July 2024
eWebWorld, Indore Madhya Pradesh, India	

- Worked on web and mobile products across different client requirements and industries, focusing on usability, accessibility and business requirements.
- Designed user flows, wireframes, high-fidelity UI and interactive prototypes using Figma and Adobe XD.
- Worked with product managers, developers and clients throughout the design and development process.

UX/UI Design Intern	March 2021 – August 2021
eWebWorld, Indore Madhya Pradesh, India	

- Worked on real client projects and supported the design team with web and mobile interface design.
- Created responsive designs, wireframes & prototypes while learning UX/UI design fundamentals and working with senior designers.

SELECTED PROJECTS

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-1.pdf>

- Job Role:**
- Completed product design lifecycle from discovery to high-fidelity UI, ensuring alignment between user needs & business goals.
 - Designed products screens and interactive prototypes for mobile app and 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