

PANKAJ SHARMA

PRODUCT DESIGNER | SENIOR UX/UI DESIGNER | 5+ YEARS EXPERIENCE

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PROFESSIONAL SUMMARY

Product and Senior UX/UI Designer with 5+ years of experience across B2B and B2C products, SaaS platforms, and AI-powered solutions. Experienced in end-to-end product design, stakeholder management, gathering business requirements, and cross-functional collaboration. Worked on 50+ client and product projects, translating complex requirements into practical design solutions for users and businesses. Skilled in improving user experience, product thinking, design systems, and AI-assisted design. I lead the design team, guide junior designers, review their work, and ensure design quality and consistency. My experience includes self-initiated products and hackathon projects focused on solving real-world problems through technology. I aim to support product KPIs and business growth through thoughtful, user-focused design decisions.

PRODUCT DESIGN SKILLS & TECH STACK

Design Tools: Figma (Design, Prototyping & Developer Handoff), Adobe XD, Adobe Photoshop, Adobe Illustrator, Sketch
Product Domains: B2B, B2C, ERP, CRM, FinTech, School Management Systems, Enterprise Products
AI-Powered Tools: ChatGPT, UX Pilot, Figma AI, Lovable, Gemini, Claude, Replit
Core Skills: Product Design, Product Thinking, Product Strategy, End-to-End Product Design, UX/UI Design, Visual Design, User Research, User Interviews, User Journey Mapping, Information Architecture, User Flows, Wireframing, Prototyping, Interaction Design, Design Systems, Responsive Design, Web & Mobile App Design, Accessibility, Usability Testing, Stakeholder Management, Business Requirement Gathering, Client Presentations, Cross-Functional Collaboration, Design Team Leadership, Junior Designer Mentoring, Design Reviews, Quality Assurance, Developer Handoff, AI-Powered Product Design, AI-Assisted Design, Self-Initiated Product Design, Hackathon-Based Problem-Solving, Business Impact, Product KPIs, Data-Driven Design.

PROFESSIONAL EXPERIENCE

Senior UX/UI Designer | August 2024 – Present

eWebWorld, Indore, Madhya Pradesh, India

- Lead end-to-end product design, translating complex business requirements into user-focused solutions aligned with product goals.
- Collaborate with clients, stakeholders, product managers, and developers to present design solutions, gather feedback, and align requirements.
- Apply user research, usability testing, and product thinking to evaluate design decisions and support product KPIs.
- Lead the design team, mentor junior designers, review designs, and maintain quality and consistency across projects.
- Develop scalable design systems and leverage AI-assisted tools to explore solutions and improve design workflows.

UX/UI Designer | September 2021 – July 2024

eWebWorld, Indore, Madhya Pradesh, India

- Designed digital product experiences across client projects, translating user needs and business requirements into practical solutions.
- Created user flows, wireframes, interactive prototypes, and high-fidelity interfaces using Figma and Adobe XD.
- Presented design concepts to clients, incorporated stakeholder feedback, and refined solutions based on project objectives.

UX/UI Design Intern | March 2021 – August 2021

eWebWorld, Indore, Madhya Pradesh, India

- Supported the design team on real client projects, contributing to interface design and user experience improvements.
- Created wireframes, prototypes, and responsive layouts while developing core UX/UI design skills.
- Worked with senior designers to incorporate feedback, follow design guidelines, and improve usability.

SELECTED PROJECTS

1) MeesumAI — Meeting Intelligence Software (Web App)

Product type: B2B & B2C (Self-Initiated)

Role: Product Designer (UX/UI)

Status: In Progress

Key contributions:

- Led product discovery and UX design, including market research, user research, surveys, and 1:1 interviews to understand user pain points.
- AI-powered meeting intelligence experience that connects meeting conversations and shared screens with previous meetings, Figma, Jira, Slack, documents, and project memory to surface changes, conflicts, key decisions, requirements, and next actions.
- Created and maintained scalable design systems and reusable components across product interfaces.

2) Fanzaty — Esports Platform (Web, Mobile App & Admin Panel)

Product type: B2C
Role: Product Designer (UX/UI)
Timeline: July 2024 – Present
Web Link: <https://www.fanzaty.net/>
Apple Store: <https://apps.apple.com/in/app/fanzaty/id6746043884>
Google Play Store: <https://play.google.com/store/apps/details?id=com.fanzaty.app>

Key contributions:

- Led the end-to-end product design process, from market and user research to high-fidelity UI, incorporating user feedback, client requirements, and business goals.
- Collaborated with Angular and React developers to support implementation and design consistency.
- Created and maintained scalable design systems and reusable components across product interfaces.
- Conducted meetings with clients and development teams to align product decisions with business goals and project requirements.
- Used AI-assisted design tools to explore ideas, evaluate design approaches, and support product decisions.

3) Daily Mirror — Emotional Wellness Mobile App & Admin Panel

Product type: B2C (Self-Initiated)
Role: Product Designer (UX/UI)
Timeline: October 2024 – January 2025
Web Link: <https://pexxora.com/wp-content/uploads/2026/07/Daliy-Mirror-UX-Case-Study-1.pdf>

Key contributions:

- Completed the product design lifecycle from discovery to high-fidelity UI, aligning user needs with business goals.
- Designed mobile app screens and interactive prototypes focused on usability, navigation, and overall user experience.
- Conducted surveys and one-to-one interviews to understand user pain points, validate requirements, and inform design decisions.
- Explored freemium and premium models, including future B2B opportunities, as part of product strategy.
- Designed an admin panel for analytics, AI management, monetization, and operations, with a privacy-first approach.

EDUCATION

Diploma in Computer Applications (DCA):

Rama Technical Degree College, Kushinagar, Uttar Pradesh, 2019–2020

Bachelor of Commerce (B.Com):

Shri Mati Anuragi Devi Mahavidyalaya, Kushinagar, Uttar Pradesh, 2016–2018

Higher Secondary (12th):

Sachidanand Inter College, Kushinagar, Uttar Pradesh, 2014–2015

CERTIFICATIONS & ACHIEVEMENTS

- Using AI in the UX Design Process — LinkedIn Learning
- UX Research — LinkedIn Learning
- Top 10 rank— AI Day Indore Hackathon: EchoLens, an AI-powered web intelligence project.