

Sanchit Sharma

Senior UX Product Designer

Contact Details

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Auckland, New Zealand

Portfolio: sanchitux.in ; [recent work linkedin profile](#)

Skills

Interaction & product design

Product architecture

Visual communication

Storytelling and storyboarding

Research

User interviews

User testing

User journey mapping

Agile thinking

Design strategy

Usability testing & evaluation

Data visualisation

Competitive & market analysis

Collaboration with stake holders

Concepting, ideating & prototyping

Design system planing

Applications & Tools

Figma, Hotjar, Usertesting, Miro,

Jira, Asana, Notion

Slack, G Suite, Microsoft Suite,

Adobe Creative Suite, ChatGPT

Education

Bachelor in Business Administration

University of Madras, 2012

I am a product, visual and communication designer who thrives in high impact spaces, pro-active teams and great cultures.

As UX designer, I love working closely with technology and people. I'm open to learn and adapt to new ways of work, new skills and new industries as long as I'm solving meaningful problems that help people with solutions that are simple and memorable. I care a lot about culture, and always seek out to make authentic relationships with the people I work with.

I believe that "Good UX is Good Business".

Professional Experience

Senior UX Product Designer

Whip Around, New Zealand (Jul 2023 - Present)

- Lead the design process for solving complex, real-world problems within a high-performing, cross-functional team. Lead UX testing initiatives across both the US and NZ, utilizing internal and collaboration tools, while serving as the key advocate and representative for design and user experience within the team.
- Lead projects from discovery phase through iterative development and delivery. Perform user, market, competitor research and collect insights from various sources to understand user needs, goals, pain points as well as accounting business objectives to solve the right problems
- Work closely with cross-functional teams including product, research, development, marketing, security and QA to successfully ship new features, UX best-practices. Communicate efficiently with engineers to ensure accurate product implementation
- Iterative user-flows, feature request implementation, from the big picture to UI layout specifics - from sketches and prototypes, to high-fidelity and interactive human centered interface design

Product Designer (UX, UI, Design System)

Ctrack by Inseego, New Zealand (Sep 2021 - Mar 2023)

- Evaluating current products, defining pain points and road mapping aggressive, achievable UX and UI improvements related to existing, core functionality as well as new features, across multiple products and locale

References

Brad Langdon

Head of Digital Marketing

Ctrack by Inseego Corp.

brad.langdon@inseego.com

027 558 0088

Johnny Lineham

Lead UX Product Designer

Ctrack by Inseego Corp.

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027 315 3564

Rachel Alexander

General Manager

Alexander Digital Marketing

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- Undertake UX research including interviews with customers and stakeholders, define problems via feedback, wire framing, clickable prototyping and designing for a variety of devices and interfaces
- Creating a design system including new elements and components
- Working with product managers and SME's, product owners, developers and stakeholders to enable clear communication and swift production.
- Explore and execute the digital design language of a new brand and a conversion-biased user experience

Product Designer

Pushpay, New Zealand (Apr 2022 - Jul 2022) - Contract

- Planning and conducting iterative, lean design activities that solve problems early and clearly - UX audit, heuristic review, journey mapping, connecting, ideation, user scenarios, user flows, information architecture design, wireframes and rapid low-fi prototypes, mid & high-fi prototypes, visual design, interactive UI designs, establishing and monitoring UX metric
- Conduct research to validate design decisions, build empathy with our users and contribute to user intelligence - eg. user testing, research planning, recruiting, synthesizing communicating insights
- Contributing into a cohesive and evolving product experience through aligning with UX direction set by your lead, identifying opportunities in every project for cross-product consolidation and consistency, using and inputting to our design system
- Solving the right problems clearly, early and with a lean approach through partnering with Product Managers, Engineers and UX Researcher
- Delivering world-class product design in a collaborative team environment

UX Designer

Alexanders Digital, New Zealand (Jun 2021 - Sep 2021) - Contract

- Create strategic deliverables such as journey maps, story boards and user personas
- Create overall concepts for the user experience within a business webpage or product, ensuring all interactions are intuitive and easy for customer
- Design the aesthetics to be implemented within a website or product, from the layout menus and drop-down options to colors, typography and fonts
- Build storyboards to conceptualize designs and project plan
- Design and plan wireframes and prototypes

Other experience

UI/UX Designer

Systler Ventures (Jun 2015 - Jan 2020)

Designer

Gobrandz Advertising & Branding Pvt. Ltd.

Sep 2010 - May 2015