

Devasya Sharma

Product Designer & Strategist

With a **2.5 years** of total experience in end-to-end product development. Thrives in collaborating with teams & stakeholders to deliver intuitive solutions that enhance user's experience & business growth.

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[Linkedin](#) . [Portfolio](#)

Education

Google UX Design Specialization.

Google Certification.

Remote

2024

Ms in Strategic Design & Management.

Parsons School of Design, The New School.

NYC

2022-2024

B.Des in Product/Industrial Design.

Unitedworld Institute of Design.

Gandhinagar

2016-2020

Skills

Wireframes & Rapid Prototyping

Competitive Analysis

Affinity Mapping

Design Strategy

Stakeholder Engagement

Systems Thinking

Design Sprint

User Journey Mapping

Accessibility & Universal Design

Ethnography

Storytelling

Design Critique

Visual Communication

Cross-Functional Collaboration

Data Visualization

Mobile/Web Design

Presentation

Incubation & Entrepreneurial Experience

Tools

Adobe Suite

Figma

Miro

Mural

Google & Microsoft suite

Experience

UX Design Consultant. Deep Design Innovation.

Mar 2025 - May 2025

- Brought a user-centric design & strategic UX perspective to an urban futures lab, dedicated to designing human-first environments for urban planners, architects, & community curators
- Designed & developed the company's official website while contributing to ideation sessions.
- Researched Dubai's real estate ecosystem & created a stakeholder pitch deck, turning insights into clear narratives.

UX Designer. KBN Design.

Nov 2024 - May 2025

- Built the foundation for KBN's digital presence, boosting brand visibility & engagement by designing the company website & drafting a 4-month social-media content strategy with a detailed posting calendar.
- Led UX research for an urban housing solutions project, contributing to global housing models; insights now feed a peer-reviewed paper on housing equity and inclusive design.

UX Research Intern. Lepal.ai.

Aug 2024 - Nov 2024

- Conducted UX research, including 15 interviews, 60+ surveys, & trend analysis, to develop personas, journey maps, & prototypes in Figma, enhancing user retention for a mental health app for Gen Z & Millennials.
- Designed guide screens & payment process, with one design selected for active development.
- Led usability testing & iterative design enhancements, aligning solutions with user feedback & market trends during beta testing.

UI/UX Designer. Icodex Publishing Solutions. Private. Limited.

Aug 2021 - Apr 2022

- Designed wireframes & prototypes in Adobe XD to simplify task management & publishing workflows, post-launch analytics show task completion times down 30 % leading to the successful launch of two cloud-based portals.
- Worked closely with developers & gathered user feedback through testing to fine-tune usability, ensuring a smooth & efficient experience for internal teams & clients.

Project

UX Designer & Researcher. Izzi - An Airport Commute Assistant.

Aug 2023 - Apr 2024

Designed a user-centered mobile app to enhance the NYC airport commuter experience by conducting in-depth journey mapping, wireframing, & prototyping in Figma. Focused on pain points such as traffic, weather, & transit reliability, resulting in an intuitive, interactive prototype that streamlines commuter decision-making & improves overall usability.