

Devasya Sharma

UX Researcher & Strategist

With a **2 years** of experience in end-to-end product development, specializing in research-driven process. Thrives in collaborating with teams & stakeholders to deliver intuitive solutions that enhance user's experience & business growth.

New York City
shard165@newschool.edu
(929) 678- 9256
[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

UX Research (Qualitative & Quantitative)

Rapid Research

Literature Reviews

Competitive Analysis

Wireframes & Prototypes

Sketching

Design Strategy

Stakeholder Engagement

In-depth interviews

Affinity Mapping

User Journey Mapping

Surveys

Qualitative Data Analysis

Accessibility & Universal Design

Ethnography

Storytelling

Design Critique

Visual Communication

Cross-Functional Collaboration

Data Visualization

Mobile/Web Design

Incubation & Entrepreneurial Experience

Experience

UX Researcher & Strategist. KBN Design.

Nov 2024 - Present

- Led UX research for a mobile urban housing solutions project, as measured by contributions to a research paper currently being prepared for publication on housing equity, & inclusive solutions, by analyzing global housing models & U.S. policies to inform accessible & sustainable design.
- Translated research findings into actionable insights & collaborated with cross-functional designers & professionals.

UX Research Intern. Lepal.ai.

Aug 2024 - Nov 2024

- Conducted UX research, including interviews, 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 intuitive wireframes & prototypes in Adobe XD to simplify task management & publishing workflows, 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.

Founder & Product Designer. Karnavati Innovation & Incubation Foundation.

Nov 2019 - Jun 2020

- Co-founded a startup through an incubation program, creating workplace wellness solutions to improve well-being & productivity.
- Collaborated with mentors & stakeholders to refine designs & develop business models using Miro, delivering user centric solutions & gaining hands-on experience in design strategy & business development.
- Designed 4 product concepts in Fusion 360 & Keyshot, advancing them to public funding stages while conducting UX research to align with user needs.

Tools

Adobe Suite

Figma

Miro

Mural

Google & Microsoft suite

User testing

Project

UX 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.