

# Devasya Sharma

**UX Researcher & Designer**, New York City,  
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## Personal Summary

I'm an aspiring UX enthusiast with a B.Des in Product Design & an MS in Strategic Design & Management. I'm passionate about crafting human-centered experiences through design thinking, prototyping, & user research. I'm eager to explore the intersection of design, technology, systems, & society.

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## Education

Parsons School of Design, *New York City, U.S.A*  
**MS. Strategic Design & Management**

*Sep 2022 - May 2024*

Unitedworld Institute of Design, *Gandhinagar, Gujarat, India.*  
**B.Des Industrial Design**

*June 2016 - June 2020*

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## Experience

NASA, *New York, USA*

**Design Strategist (through New School)**

*Jan 2023 - May 2023*

- Partnered with NASA in master's program, focusing on strategic planning for their post-2030 roles post-ISS decommissioning.
- Team of 15-Design strategist's envisioned 5 future scenarios for NASA future trajectory, Outlining challenges, opportunities, & actionable strategies.
- Brainstormed with peers to determine enhancements and product features & developed compelling visual narratives and presentations effectively communicating design concepts to stakeholders.

iCodex Publishing Solution Pvt. Limited, *Pune, India*

**UI/UX Designer**

*Aug 2021 - Apr 2022*

- Conducted comprehensive analysis, user experience research, design development, while utilizing Adobe XD & Figma
- Designed the company's portal from scratch, ensuring functionality & user engagement using user research and data-driven insights to optimizing workflow efficiency
- Conducted usability tests and analyzed feedback, ensuring continuous enhancement of end-user satisfaction levels.

Karnavati Innovation & Incubation Foundation , *Gujarat, India*

**Product Designer/ Co-founder**

*Nov 2019 - Jun 2020*

- 4 Months incubation program, focusing on building startups and gaining insights into understanding trends and shifts from business lens
- Led design workshops with other fellow designers, developed innovative product concepts through extensive market research & competitor analysis.
- Attended programs that were associated with ways and strategies to draft out successful business models.

Thoughtshop Foundation (Through UID), *Kolkata, India*

**Product Designer**

*Sept 2019 - Oct 2019*

- Associated with social innovation project, conducting ethnographic research methods & identified 4 to 5 major opportunity areas in village that was explored as a group of 20 designers
- Developed system-level solutions that positively impacted both NGO and residents
- Used design research methods to understand real-world challenges into actionable solutions.

Lava Brands, *Dubai,UAE*

**Brand Design Intern**

*May 2019 - Aug 2019*

- Made brand identities & designed logos, all while following project guidelines.
- Part of Brainstorming sessions & Building brand's narrative
- Worked with 7 clients & their branding projects, some of them published in Abu Dhabi & Dubai.
- Partnered with renowned brands in UAE like Sharjah Islamic Bank, Belhasa, Wrapped, Yalla Baby Box, & Emirates Pofaki.

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## Skills/Tools

Literature Review Research, User Strategy, Critical Thinking, Archetype building, Behavioural Science, 5E Framework, User testing, Prototyping, User Centered Design, Extreme User Mapping, Interaction Design, Visual Design, Branding & Packaging, Persona Building, Strategic Analysis, Adobe XD, Adobe Illustrator, Adobe Photoshop, Adobe Indesign, Adobe lightroom, Figma,Canva,Miro,Mural, Microsoft suite, Fusion 360, Keyshot.

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