

Manish Sharma

Senior Product Designer

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Ontario, Canada

Hello, I'm a Toronto-based Product Designer with 5+ years of experience. Learning while crafting products, interactions, and journeys. So far, I've crafted journeys for industries like Fintech, Healthcare, E-Comm and recently, an offerings platform.

EXPERIENCE

Senior Product Designer (Freelance) / Oasis Pro Jun 2023 - Present

- My key role was to identify the problems by using methods like heuristic analysis of the current products.
- Redesigned onboarding journey for the Oasis Marketplace increasing the conversion rate which had a very high drop off ratio of 80%.
- Designing for a SAAS product (marketplace) integrated with blockchains like solana, aptos in a fast-paced environment.
- Managing Branding and always looking out for scalability.

Mid-Level Product Designer / Kellton Dec 2021 - Jun 2023

- Designed a health product with conducting design workshops, primary and secondary research to visual design.
- Managed and mentored other designers.
- Provided solutions for features of the product "FlowCode".
 - "Add Tags" in the process of creation of Flow Codes.
 - "Custom Template & Fonts" aiming to increase 20% usage of flowpage and create templates from scratch by Enterprise organisations.
- Worked on creating new branding for Kellton over the last few months.

UX Designer / OneAssist Consumer Solutions May 2021 - Sep 2021

- Responsible for building product & features from research to visual design.
- Responsible for designing the seller portal highly used by Apple Store resellers every day to sell thousands of protection plans.
- One of the valuable feature was launching EMI options for our sellers to help them sell more. This increased their sales by 3x.

UX Designer / Kellton Nov 2019 - Apr 2021

- Conducted design workshops, end to end research and design brands like PwC, Bajaj Mutual Fund, Durex, Clix Capital, Qeopee and Avanse Edu Loan.
- Gathered requirements, developed information architecture, designed wireframes, validated designs with users and stakeholders and documented designs for development.

UI/UX Designer / Varya Vega Info Services Jun 2018 - Oct 2019

- Gathered requirements, developed information architecture, designed wireframes, validated designs with users and stakeholders and documented designs for development."
- Designed user experience of over 7 apps and 8 websites.
- Conducted usability tests using Invision prototypes to validate designs."

PORTFOLIO & LINKS

[Portfolio Website](#) [Behance](#)

[Dribbble](#) [LinkedIn](#)

TOOLS

Figma Adobe XD

Jira UserTesting.com

Miro

SKILLS

UI/UX Design Design Sprints

Interaction Design User Research

Wireframing A/B testing

Prototyping Usability testing

Design System Design

CERTIFICATION

HCI by Interaction Design Foundation

IBM Enterprise Design Thinking - Team Essentials for AI

TCPS2 Certification on Research Ethics

EDUCATION

Post Grad in UX Design

Conestoga College, Canada / 2021 -2022

Bachelor in Business

Delhi University, India / 2016 - 2019