

# Mohaneesh sharma

UX Designer & Researcher



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Certified UI/UX Product Designer with over 6 years of IT experience specializing in transforming complex workflows for **EdTech, SaaS, and B2B** platforms into intuitive, scalable design solutions. Proven to drive significant business impact, resulting in a **40% reduction** in user support queries. Expertise in building robust design systems and designing advanced conversational UIs. A dedicated collaborator who partners directly with CTOs and developers to ship high-impact products. **Actively seeking challenging roles and open to relocation PAN India and internationally.**

{ I transform user insights into impactful designs that simplify experiences, mentor teams, and drive business results. }

## Experience

### UI/UX Designer

April 2025-Present

Swami Vivekanand Subharti University, Meerut

- Led UX strategy, design systems, and responsive UI components for EMS, UMS, Subhartian & S-Touch apps, improving adoption for **25k+ students & 5k+ staff**.
- Conducted end-to-end user research, wireframing, and usability testing, reducing support queries by 40%.
- Created low-fidelity wireframes, high-fidelity prototypes, and information architecture to streamline workflows.
- Integrated accessibility and WCAG standards into UI for better inclusivity.
- Trained RAG-based AI assistant, improving query resolution relevance by 40%.
- Authored UX microcopy and improved content hierarchy to boost task completion rates.
- Managed [SVSU Software Guidance youtube Channel](#) with Script writing, AI-Voiceover, Thumbnail Design, (1000+ views on videos) to drive user adoption and digital literacy.

### Lead UI/UX Designer & PRD Decision Maker

October 2024-March 2025

OIO Softwares, Delhi

- Defined PRDs, wireframes, and interactive prototypes collaborating with CEO & stakeholders.
- Designed cross-platform UI/UX flows for **12iVibes (chat, calls, wallet)** and CarDiary (catalog app).
- Delivered design system and reusable UI components, reducing dev time by 30%.
- Conducted A/B testing and user feedback sessions, improving feature adoption.
- Mentored junior designers, setting Agile sprint goals and review processes.

### UI/UX & Graphic Designer

February 2024 – Sep 2024

Pactap (Aeroplast Group)

- Designed 75-slide **Amazon B2B** pitch deck, credited with multimillion-rupee client deal closures.
- Built B2B packaging portal wireframes and UI to optimize vendor-client catalog management.
- Attended packaging industry expos (Gurgaon, Noida) as a visitor to study competitor booths and gather market & UX insights, later applying them to product design improvements.

### Jr. Software Analyst / UI Designer

May 2021 – Feb 2024

Swami Vivekanand Subharti University, Meerut

- Designed S-Touch App v1 & v2 with improved UX flows, reducing leave-related queries by 50%.
- Developed wireframes and clickable prototypes for Subhartian student intranet app.
- Supported IT helpdesk operations, logging and resolving 100+ staff/student tickets weekly.
- Launched YouTube training channel, saving 100+ hours of faculty support time.
- Designed brochures, infographics, and PowerPoint decks for institutional events.

## Education

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- **BCA (Bachelor of Computer Applications)** 2018 – 2021
  - Himalayan Garhwal University
  - First Division
- **Intermediate (12th) – UP Board,** 2013
- **High School (10th) – UP Board,** 2011

## Certifications

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- UI/UX Bootcamp – UpGrad (2025)
- Certified Graphic Designer – Rajeev Mehta
- Certified Logo Designer – Deepak Sisodia
- Photoshop Expert – Udemy
- CorelDraw Expert – Udemy
- Figma Certified Designer – Self-paced

## Core Skills

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- **UI/UX Design:** Figma (Wireframing, Prototyping, Auto Layout, Design Systems, Micro-Interactions), FigJam (Affinity Mapping, Journey Mapping, IA), Responsive Design
- **Research & Testing:** User Research, Personas, Usability Testing, Heuristic Evaluation, A/B Testing, Heatmaps (Maze), Accessibility Compliance (WCAG)
- **Visual Design & Branding:** CorelDraw, Photoshop, Canva (Logos, Brochures, Pitch Decks, Social Media Creatives)
- **Development Knowledge:** HTML, CSS, ASP.NET (50+ website modifications), FlutterFlow (Firebase, API Integration)
- **Collaboration:** PRD Documentation, Agile/Scrum, Cross-functional Team Leadership, Mentoring

## Key Projects

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- **Mentora (Capstone Project):** Delivered complete UX process including research, wireframes, journey maps, and prototypes for a university alumni platform.
- **121Vibes:** Designed and tested interactive features (chat, payments, calls), improving engagement and session duration.

## Achievements & Recognition

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- Recognized and appreciated by **Executive Officer**, Subharti University, among 5000+ employees, for contributions to S-touch and software training.
- Authored **poems in NABZZ**, Subharti University's internal **e-magazine**.
- Officially **mentored 6 interns/students** (1 university intern, 5 UpGrad peers).
- Published **design blogs** on LinkedIn & Medium, sharing real-world UX insights.

## Hobbies & Interests

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- 🎵 Music & Karaoke Singing
- 🏋️ Fitness & Gym Training
- 🖋️ Blogging & UX Storytelling
- 📖 Writing Poems for NABZZ