

# RAHUL SHARMA

Senior UI/UX Designer | Product & Interaction Design

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## PROFESSIONAL SUMMARY

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Senior UI/UX Designer with 5+ years designing scalable, user-centered digital products across healthcare, aviation, enterprise SaaS, fintech, and global certification systems. I turn complex, ambiguous workflows into intuitive experiences — owning the full design lifecycle from research and information architecture through interaction design, prototyping, and scalable design systems. Equally effective leading design across cross-functional product and engineering teams or operating as the sole UX designer on an empowered product squad, using lean UX and rapid, test-driven iteration to deliver high-quality work on time.

## CORE SKILLS

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**Product & Interaction Design:** End-to-End Product Design, Interaction Design, Visual Design, User-Centered Design, Responsive Design, Motion Design, Information Architecture

**Research & Validation:** User Research, Usability Testing, Heuristic Evaluation, Journey Mapping, User Scenarios, Behavioral Analytics, A/B Testing, Personas

**Deliverables:** Concept Designs, User Flows, Wireframes, Mockups, Interactive Prototypes, Detailed Design Specifications

**Design Systems & Ops:** Design Language Systems, Component Libraries, Design Tokens, UX Audit, DesignOps, Accessibility (WCAG 2.1 AA)

**Process & Collaboration:** Lean UX, Design Thinking, Agile/Scrum, Cross-Functional Collaboration, Developer Handoff, Stakeholder Management

**Tools:** Figma (Expert), Adobe Creative Suite, Framer, Sketch, Jira, Notion

## PROFESSIONAL EXPERIENCE

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**Senior UI/UX Designer** | Invilogue Solutions, Hyderabad, India

*Mar 2024 – Present*

- Lead designer embedded in a cross-functional squad (engineers, PMs, domain experts) driving end-to-end product design strategy for EarthClaims, a global farm & organisation certification platform deployed across North America, the Caribbean, and multiple countries.
- Established the full design framework — information architecture, multi-role user flows, wireframes, interactive prototypes, and production-ready specifications — spanning audit scheduling, compliance tracking, certificate issuance, and regulatory reporting.
- Shaped the experience for an enterprise Healthcare RCM platform used by hospitals for high-volume billing; ran a UX audit cataloguing 40+ friction points and delivered a prioritised remediation roadmap adopted as the team's quarterly design OKR.
- Redesigned the core billing experience into a prioritised, toggle-able worklist (list/board views) informed by behavioural analytics and validated through iterative usability testing, reducing decision-making time for billing staff.
- Architected a scalable design language system and component library in Figma supporting multi-country rollout; championed WCAG 2.1 AA accessibility and mentored junior designers, building a culture of design excellence.

**UX Designer** | Metafic, India (Remote)

*Jul 2022 – Mar 2024*

- Shaped digital product experiences for American Airlines and Etihad Airways — booking flows, loyalty programme interfaces, and self-service support tools serving millions of travellers globally.
- Drove design across mobile and web from big-picture service blueprints to detailed interaction design, producing user flows, wireframes, journey maps, mockups, and design specifications.
- Conducted heuristic evaluations of existing aviation products, identified critical usability gaps, and presented innovative solutions through design specs and stakeholder reviews.
- Built and maintained Figma design systems for B2B SaaS and e-commerce suites; collaborated with user researchers and iterated rapidly on behavioural analytics and usability findings.

**UX Designer** | GoodSpace, New Delhi, India

*Dec 2021 – Jun 2022*

- Sole UX designer on an empowered product squad, owning the complete design surface for a job-matching and community platform — profiles, matching, messaging, and mental-wellness features.
- Defined big-picture workflows and detailed interaction design (user scenarios, journey maps, wireframes, high-fidelity prototypes) in close collaboration with psychologists and engineers.
- Established an iterative usability-testing cadence, measurably reducing task error rates across releases.

**Technical Mentor (Internship)** | IITM, Janakpuri, New Delhi

*Apr 2019 – Aug 2021*

- Mentored aspiring designers and developers through project-based curricula; produced brand identity systems and digital design assets for institutional projects.

## SELECTED FREELANCE ENGAGEMENTS

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- **HiSAVE (Fintech / Offers Platform):** End-to-end UX strategy and product design for a global offers & coupons app — onboarding, a personalised notification centre, and a WhatsApp conversational sales funnel (Nov 2022 – Jan 2024).
- **PrepU AI & Probano (EdTech):** User research and UI design for an ML-powered adaptive exam-prep app and a student career-mentorship platform (2022–2023).

## PERSONAL PROJECTS

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- **LevelMinds:** Independently designed and shipped a full-stack teacher-hiring & school ecosystem platform (UX, React frontend, Node.js/REST backend).
- **AI Background Remover:** ML-powered web app plus a companion Figma plugin that brings AI background removal into the design canvas.
- **Motion Design Tool:** Jitter-style animation engine that imports Figma layers with keyframe timelines, easing curves, and stagger effects.

## EDUCATION

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**Bachelor of Computer Applications (BCA)** | GGSIP University, New Delhi  
**Product Design** | School of Accelerated Learning

*2018 – 2021*

*Nov 2021 – Jun 2022*

## CERTIFICATIONS & RECOGNITION

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- Certified Ethical Hacker (CEH) — EC-Council; Certified User Experience Specialist (CUSX).
- Proof-of-Skill: User Experience Design, User Interface Design, Fundamental Design.