

# Sanya Sharma

SENIOR UI/UX DESIGNER · [PORTFOLIO ↗](#)

With 3+ years designing and shipping digital products across B2B, B2C, and CRM platforms, I specialise in intuitive user centred designs and delightful digital experiences. Skilled in leading end to end design decisions and simplifying complex user problems. Backed by 7+ years in architecture bringing strong systems thinking and stakeholder management.

## WORK EXPERIENCE

### Lead UI/UX Designer | HUMBEE, 20.95 Ventures

May 2025 - Present, INDIA

- Led the **end-to-end redesign** of the mobile and web app & PWA, covering onboarding, core commerce flows, CRM, and multi-module navigation for **B2B2C SaaS platform** used by **1.5 Lac users**.
- Restructured, redesigned **app onboarding** and developed **PRD, reducing screens by ~60%**, separating user and firm onboarding journeys, and **increasing completion rates to 56%**.
- **Designed and maintained a scalable design system**, reducing developer feature development time from **~2 days to ~4 hours**.
- **Conceptualised, designed and launched "My Network"**, unifying fragmented modules into a single feature and enabling eKYC onboarding for **~13L influencer** user network increasing 100% transparency across VCP network.
- **Redesigned order placement flow** into a PLP-led journey, improving clarity and driving **higher order completion rate by 32%**.
- **Redesigned the CRM dashboard**, improving issue resolution and reducing escalation to leadership and sales teams.
- **Led the website redesign** aligned with brand guidelines design system, shifting positioning from VCP-led to manufacturer-focused, **contributing to an increase in manufacturer-led inbound calls**.
- Acted as the **functional UX owner across mobile, web, and CRM platforms**, defining UX standards, reviewing designs, guiding engineers and QA, and ensuring accessibility and usability.

### Senior UI/UX Designer | Brain Racers, Gamified AI Learning

October 2024 - May 2025, CANADA

- Designed and iterated on B2C edtech experiences across web and mobile, for subject selection and quiz game play **increased monthly usage by ~16% in 3 months**.
- Developed **design system** and reusable UI components to support feature development.
- Designed AI-based learning platform from **0 to 1** and high-fidelity prototype **showreel for investor pitches securing \$0.5M**.
- Worked closely with PMs and developers to refine user journeys using performance data and feedback.

### AI UX/UI Design Consultant | Vosyn AI

September 2024 - December 2024, CANADA

- Designed UX flows and high-fidelity prototypes for Vosyn Verse, **AI-powered B2C voice synthesis platform** which **secured \$8M fund**.
- **Led cross-functional collaboration** as Pod Captain, improving **delivery efficiency by 20%**.
- Conducted heuristic evaluations, cross-functional collaboration between design, engineers, and product teams for beta launch.

### Web Design Contractor | MapleTalent hub

July 2024 - November 2024, CANADA

- Conceptualised and redesigned the company website which led to **35% increase in the conversion rate**.
- Developed a scalable design system with 60+ assets.

## CONTACT

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[Linkedin](#)

## Web Designer | Virginia Foundation for Healthy Youth

January 2024 - June 2024, USA

- Redesigned and overhauled the client websites, integrating client insights and meeting specific requirements.
- Implemented SEO strategies to optimize website performance and increase visibility.

## Architect | Buildon Studio

April 2019 - June 2023, INDIA

- Designed concepts for 20+ projects, within optimized budget while meeting client objectives.
- Oversaw end-to-end project phases, maintaining a 95% adherence to schedules and documentation standards.

## SKILLS

**Technical:** Figma, Jira, Adobe Suite (Photoshop, Illustrator & Indesign, After Effects), Figjam, Canva, Miro, Balsamiq, Basic HTML & CSS, Usability Testing, Swagger, Heuristic Evaluation, User Interviews, Journey Mapping, Clever Tap app analytics

**Design:** Product Design, UI/UX Design, Interaction Design, Design Systems, Information Architecture, Responsive Design, Web Accessibility

## EDUCATION

### Google UX Design Certificate

November 2023

### Masters of Interior Architecture

September 2016 - December 2017, U.S.A

CalPoly, Pomona and University of California Los Angeles Extension (UCLA)

Aggregate: 3.9/4

### Bachelors in Architecture

August 2011 - May 2016, INDIA

Guru Gobind Singh Indraprastha University

Aggregate: 1st Division