

ANTRA SHARMA

Phone: +917835858809

Email: bhargav.antra03@gmail.com

Portfolio: <https://antrasharma.com/>

Linkedin : <https://www.linkedin.com/in/antra-sharma-profile/>

SENIOR USER EXPERIENCE DESIGNER

SKILLS

User Experience Design (UED)
User Experience (UX)
Prototyping
Wireframing
Product Design
Design Thinking
Storyboard
User Interface Design(UI)

User Stories
User-centered Design
Interaction Design
Web Applications
Design Research & Strategy
System Design
UX Research
User Personas
Mobile Interface Design
Visual Design
User Flows

INTERACTION DESIGN FOUNDATION'S CERTIFICATE

Human-Computer Interaction - HCI
Data-Driven Design: Quantitative
Research for UX
Design Thinking: The Ultimate Guide
Design for the 21st Century with Don
Norman
Journey Mapping
User Experience: The Beginner's Guide
User Research – Methods and Best
Practices
Conducting Usability Testing

FOR MORE DETAILS

Linkedin :
www.linkedin.com/in/antra-sharma-profile

WORK EXPERIENCE

YUJ Designs - (SAPIENT - VERIZON)

MAY 2021 - PRESENT

SENIOR USER EXPERIENCE DESIGNER - PRIMEX

Responsible for working on UX Design projects and follow Design Thinking Methodology to design and deliver User centric Products for Primex CPQ platform targeting Product, Process & Systems Simplification.

Helped in bringing 5X better digital landscape with Guided experiences, Shared workspace, Integrated dashboard, Delightful system intelligence and Single pane UX. It allows sales reps to generate tailored quotes, and provide pricing quickly and accurately.

It also have the ability to handle multiple quote at a time which increase the conversion rate and benefit the business in both cost reduction and revenue enhancement

FREELANCE - PRINTODDS

AUG 2020 - MARCH 2020

USER EXPERIENCE DESIGNER

Working as a UX Designer on a Print on Demand Platform which simplifies and automates the process of Product customization, printing, sourcing, fulfillment & delivery itself. My goal here is to create and manage design in-depth for a complete feature area and helps in solving complex design problems which blend together brand personality, visual, features and create delightful user experiences.

ACCENTURE

JAN 2020 - JUL 2020

USER EXP ENGINEERING SENIOR ANALYST

My Role here is to create a design solution for the Workforce automation planning tool. I started my primary Design phase by understanding the user with the help of user research and user goals. I was handling the whole UX Designing part for the tool and Produce design visualizations to help everyone understand what the best experience should be with User Personas, storyboards flows, wireframes, prototypes, and vision pieces.

ANDOR COMMUNICATIONS

NOV 2019 - JAN 2020

PRODUCT DESIGNER

Work closely and constructively with the Product Manager, to create App flows, User Flow, User stories, wireframe, and Final UI Design for the Better user experience of IOS and Android apps of Image and video editing. (i.e StoryZ, VMX Video Editor, LightX Photo Editor & Photo Effects)

SOFTWARES

Adobe XD
Sketch App
Figma
Invision
Photoshop
Illustrator
InDesign
Premiere
After Effects
Jira - Design Sprints
zeplin
Adobe Creative Suite

EDUCATION

**Makhanlal Chaturvedi
National University of
Journalism & Communication**

Bachelor's in Multimedia

PAX TECHNOLOGIES

DEC 2018 - AUG 2019

PRODUCT DESIGNER

Responsible for creating android apps for Pos device that address business and user needs. Worked on a web portal(middleware) for the payment industry to handle all the merchants, inventory, and transactions. Leverage research insights, trends, and best practices to recommend and influence the product experience. Advocate for my design solutions by putting them in context of business and user goals.

SPICE LABS

APR 2017 - NOV 2018

SENIOR EXECUTIVE (UI/UX DESIGNER)

Designed and handled UI and UX of HR app for Indonesian clients. Worked on Seller & Rider app for Logistics project. Responsible for creating wireframes, user stories, flowcharts for iwork, ipm, iconnect app. Have a good knowledge of SRS document creation. Worked directly with Product Head. Experienced with usability testing and design research activities. Produced pixel perfect production assets and work with engineers to implement design solutions

BHARAT BPO SERVICES

FEB 2016 - MAR 2017

GRAPHIC DESIGNER

Created Graphics & images that identify a product or convey message. Develop graphics for all the Business Presentation, Webportal and advertising material. Designed Branding for all the various process

JEWELSFAME.COM

OCT 2014 - OCT 2015

GRAPHIC DESIGNER

Responsible for delivering effective, aesthetic, on-brand, and on-strategy creative for ecommerce websites. Designed Creatives for Web pages, product graphics (including art direction and product photography), email promotional creative, email templates, social media graphics, and banner ads. Translate product positioning, existing research, and offline/onlineMarketing strategies into effective designs. Manage and produce dig advertising material. Designed Branding for all the various process. Designed Personal Portfolio website for Sachindutta.com