

Kushagra Sharan

Product Designer

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Summary

- Product designer with 2+ years of experience designing SaaS and platform experiences, focused on crafting clear, usable interfaces for complex workflows.
- Comfortable taking features from problem framing → flows → polished UI → handoff, with strong attention to interaction detail, system consistency, and real user behavior.
- Experienced in collaborating closely with engineering and product stakeholders, contributing to both execution and product direction across ambiguous and evolving problem spaces.

Professional Experience

Senior UX/UI Designer — Deligence Technologies Pvt. Ltd. (Oct 2025 – Present)

- Leading product design for Factile (2M+ users), owning end-to-end execution across homepage, onboarding, and core creation flows — from early problem framing to final developer-ready specs.
- Contributed to +13–14% growth in new users and ~10% revenue increase across consecutive months, following iterative improvements to conversion surfaces and onboarding clarity.
- Designed accessibility-focused UI systems (WCAG AA/AAA) tailored to an older, non-technical user base, improving readability, interaction clarity, and overall usability.
- Improved feature adoption by redesigning customization systems (media uploads, mascot selection), introducing clearer states, reduced ambiguity, and more predictable interactions.
- Created and evolving the UX/UI guideline system, standardizing patterns, components, and interaction behaviors to ensure consistency and scalability across the product.
- Led the design of Vesta, a real-estate transaction platform, collaborating with a junior designer to define UX, UI, flows, and system logic across seller, buyer, agent, and broker journeys.
- Re-architected complex, contract-driven workflows into structured digital experiences, reducing seller onboarding from 23 → ~15 steps and compressing buyer offer creation into ~11 guided steps, improving navigation clarity and reducing cognitive load.
- Partnered closely with engineering through implementation, ensuring design intent translated accurately into shipped product and refining edge cases during QA.

UX/UI Designer — SimplePlan Media (Aug 2023 – Oct 2025)

- Designed user flows, wireframes, and high-fidelity interfaces for client products across e-commerce, healthcare, and logistics, taking features from concept to developer handoff.
- Contributed to product design for BundleSuite (Shopify bundling tool), simplifying complex configuration workflows and improving usability for end-users.
- Collaborated with developers and stakeholders to refine requirements, identify UX gaps, and iterate quickly on shipped features.
- Built reusable UI patterns and components across projects, maintaining consistency while adapting to different product needs.

Skills

- Product Design (Interaction Design, Information Architecture, Workflow Design, Design Systems & Component Thinking)
- Execution & Craft (Wireframing, Prototyping, UI Design, Edge Case Handling & State Design, Developer Handoff & QA Collaboration)
- Tools {Figma (Auto Layout, Components, Prototyping), FigJam}

Education

M.Tech — PDPM IITDMJ, 2020-22, B.Tech — CUSAT, 2013-17