

Upasna Sharma

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EDUCATION

Carnegie Mellon University May 2025
Master of Integrated Innovation for Products & Services (MIIPS) (Stem Designated) Pittsburgh, PA

Courses: Integrated Product Development and Innovation, User Research, Sustainable Design, Service Design

The North Cap University May 2019
Bachelors in Technology- Computer Science and Engineering Gurgaon, India

Courses: Mobile Programming, Web Development, Database Management Systems, Machine Learning, Java, Python

EXPERIENCE

Carnegie Mellon University - Leonard Gelfand Center (Education Outreach Initiative) Sep 2024 - Present
UI/UX Designer | CMS Developer Pittsburgh, PA

Leading the entire portal revamp for the platform. Strategising the entire design process to come up with a self engaging platform. Would also implement designs by developing the website on CMS.

American Express (FinTech) Dec 2022 - Aug 2024
Senior Associate - Product Design Gurgaon, India

- Spearheaded the redesign of the **nVision Admin Portal**, which is a dashboard tool utilised by employees. **Led user experience** activities to identify gaps within the existing journeys and delivered the final designs after conducting **usability testings** at various stages. Impacted in **easy journey discoverability** and reducing man hours by about **60%** to onboard users by making it intuitive.
- Led and developed an **enterprise-wide custom component library** to ensure design scalability and consistency across the organisation. This project is taken as a **global initiative** within Amex to start building a community space where all the designers can come together and contribute the custom made components for other teams to utilise and ensure consistency.
- Advocated design practices across the organisation through workshops and mentored junior team members as part of the **DesignGuild** group by facilitating the American Express Design Fest. Earning "**Amex Blue Rewards**" for outstanding contributions to innovation and collaboration.

Byjus (EdTech) Oct 2021 - Nov 2022
Associate Product Designer Bengaluru, India

- Redesigned the chapter landing page of the world's largest edTech company - Byju's mobile application, boosting video **start rates from 1% to 15%** and **completion rates from 1% to 7%**.
- Designed the end to end experience for new and innovative products within the company like **Revision feature, Interactive Video Lessons, and Byju's Live Quiz**, which achieved a **2.66% user conversion**, which was the highest in the app for any feature.

Limeroad (e-Commerce) Mar 2021 - Oct 2021
UI/UX Designer Gurgaon, India

- Designed for reduction in cash on delivery orders as customers were rejecting orders on delivery. **Order rejection reduced by 13.4%** and **COD orders reduced by 8.8%**. Designed the onboarding and login experiences, and revamped the landing page of the **LimeRoad Gold feature**, which is a subscription based premium offering on the platform.

Ernst & Young (Business Consulting) Jun 2019 - Feb 2021
IT Risk Analyst Gurgaon, India

- Conducted offshore IT audits for **Fortune 500 companies**, focusing on **IT risk consulting**. Closely mapped the entire IT processes and found out potential problems within. **Solutionized on strategy** on how to mitigate the risks.
- Received the "**Spot Award**" twice in one year for exceptional performance.

SKILLS

Design & Research: UX Design, UI Design, User Research Methodologies, Customer Journey Mapping, Heuristic Evaluation, Use Case Mapping, Wireframing, Prototyping, Micro-interactions, Usability Testing, Information Architecture, User Persona

Tools & Technologies: Figma, Sketch, Invision, Adobe Suite, HTML, CSS, Python, Miro, JIRA, Mural, SQL, Tableau