

# Devasya Sharma

## UX Designer & Researcher

Empathetic & a detail-oriented designer with a **2 years** experience in end-to-end research & product development.

New York City  
[shard165@newschool.edu](mailto:shard165@newschool.edu)  
(929) 678- 9256  
[Linkedin](#) . [Portfolio](#)

## Education

### Google UX Design Specialization.

Google Certification.  
Remote  
2024

### Ms in Strategic Design & Management.

Parsons School of Design, The New School.  
NYC  
2022-2024

### B.Des in Product/Industrial Design.

Unitedworld Institute of Design.  
Gandhinagar  
2016-2020

## Skills

UX Research (Qualitative & Quantitative)  
Design Strategy  
Affinity Mapping  
Usability testing  
User Journey Mapping  
Ethnography  
Sketching  
Interaction Design  
UI/UX Design  
Prototyping  
Storytelling  
Design critique  
Stakeholder Engagement  
Collaboration (Cross-Functional Team)  
Presentation  
Visual Communication  
Data Visualization  
Mobile/Web Design  
Product Design  
Incubation Experience

## Tools

Adobe Suite  
Figma  
Miro  
Mural  
Google & Microsoft suite  
Fusion 360  
Keyshot

## Experience

### UX Research Intern. Lepal.ai.

Aug 2024 - Nov 2024

- Conducted **UX research**, including **interviews, surveys, & trend analysis**, to **develop personas, journey maps, & prototypes** in **Figma**, enhancing user retention for a mental health app for Gen Z & Millennials.
- Designed guide screens and payment flows, with **one design selected for active development**.
- Led **usability testing & iterative design** enhancements, aligning solutions with user feedback & market trends during beta testing.

### UI/UX Designer. Icodex Publishing Solutions. Private. Limited.

Aug 2021 - Apr 2022

- Designed two cloud-based portals to **optimize task management & publishing workflows** for clients & internal teams.
- Created **wire frames, & prototypes**, using **Adobe XD** collaborating with developers to ensure seamless implementation & accurate execution.
- Conducted **user testing** with stakeholders, incorporating feedback to refine designs and **enhance usability**, leading to **successful product launch**.

### Founder & Product Designer. Karnavati Innovation & Incubation Foundation.

Nov 2019 - Jun 2020

- Co-founded a startup** through an incubation program, creating workplace wellness solutions to improve well-being & productivity.
- Collaborated with mentors & stakeholders** to refine designs & develop business models using **Miro**, delivering user centric solutions & gaining hands-on experience in **design strategy & business development**.
- Designed 4 product concepts in **Fusion 360 & Keyshot**, advancing them to public funding stages while conducting **UX research** to align with user needs.

### Brand Design Intern. LAVA Brands.

May 2019 - Aug 2019

- Designed & published brand identities** & marketing assets for high-profile clients, including Sharjah Islamic Bank, Belhasa Interiors, National Food Industries & Wrapped.
- Designed **banners, logos, brand patterns, packaging concepts, & company profiles** while adhering to brand guidelines.
- Gained expertise in **Illustrator, Photoshop, & InDesign**, & collaborated with a team on client presentations & internal reviews.

## Project

### UX Researcher & Designer. Izzi - An Airport Commute Assistant.

Aug 2023 - Apr 2024

Designed a mobile app to **reduce travel stress** for NYC airport commuters, addressing **challenges** like **traffic, weather, & unreliable transportation**. Conducted **user journey mapping, & created wireframes & interactive prototypes** in **Figma**, delivering a user-friendly interface **optimized for stress-free travel** & addressing overlooked hurdles.