

PRATIK SHARMA

LEAD UX DESIGNER

UX Leader with 15 years of multidisciplinary design experience, including 10 years driving Product Design, UX strategy, and high-impact business outcomes. Proven track record of spearheading complex, multi-track global e-commerce portfolios as an individual contributor, delivering measurable multi-million dollar efficiency gains and revenue growth (including +2.5% top-line revenue and \$383K+ annual operational savings). Expert at transforming fluid requirements into scalable user architectures, mitigating business risk during organizational transitions, and aligning cross-functional teams from Engineering to Executive Leadership. A strong foundation in typography, motion design, and global mentorship gives unique command over craft, systems thinking, and team capability scaling.

 www.pratiksharma.in

 +91 97022 63008

 pratik.sharma87@gmail.com



Work Experience

- **Lead UX Designer**, Cimpres India Pvt Ltd

Jul'20 - Present
- **E-Commerce Revenue Optimization(ONDL-Order Now Design Later):*** Spearheaded the end-to-end UX strategy for the Order Now, Design Later (ONDL) landing page flow from early-stage discovery through cross-functional alignment, leveraging LLM-assisted rapid prototyping (vibe coding) to accelerate design exploration, validate interaction patterns, and streamline stakeholder alignment; delivering a 2.5% lift in top-line revenue and a \$200 increase in Average Order Value (AOV).
 - **Operational Automation & Fiscal Savings (Project ART):*** Designed and delivered the self-serve Artwork Review Tool (ART) within a compressed 6-week timeline, replacing manual email workflows with SMS/email approval tracks that generated *\$383.7K in total annual savings, a **52% reduction in time-to-production, and **93% straight-through automation*.
 - **Core Product Transformation:*** Led the responsive redesign for ForTeachersOnly.com, boosting post-launch revenue by *45%–200% YoY* across measured months, and overhauled the core authentication journey to increase sign-ins by *7%* and sign-ups by *5%*.
 - **Multi-Location Architecture & Transactional Ecosystems:*** Engineered complex multi-location customization patterns enabling distinct or repeated artwork layouts across multiple imprint areas (front, back, sleeves); paired this with dynamic, conversion-focused 36-, 24-, and 12-hour transactional email journeys to dramatically reduce order errors and manual agent rework.
 - **Business Continuity & Dual Workload Management:*** Successfully stabilized and secured multiple parallel, business-critical workstreams—including the Matrix legacy custom order flow and dedicated Jira boards—following the sudden departure of a Senior UX Designer; eliminated engineering blockers and protected all delivery timelines with zero formal knowledge transfer.
 - **Global Leadership & Mentorship:*** Cultivated internal design capability and organizational culture by formally mentoring international UX talent for 6 months via the Cimpres Mentorship Program; selected as a strategic mentor for the upcoming *FFE Mentorship Program (2026–2027)*.
 - **Executive-Level Strategic Communication:*** Developed high-impact, rich-media communication assets—including the ONDL marketing motion graphics and the ART explainer video—showcased directly to the Senior Leadership Team (SLT) in Paris to drive cross-functional stakeholder alignment and product adoption.
 - Streamlined payments for Single and Multi-Invoice users on the National Pen Payment Portal, enhancing the user flow with responsive design, UI components, and customer behaviour insights through empathy mapping.
 - Led the end-to-end UX hiring process, including defining role requirements, creating job descriptions and competency-based UX assessments, evaluating candidates, and onboarding new hires. Mentored designers to quickly align with product strategy, engineering workflows, and the organization's design culture, strengthening team capability and design quality.

- **Product Designer**, Smartpaddle Technology Private Limited (BIZONGO)

Nov'18 - Jun'20
- Collaborated with cross-functional teams including Product, Engineering, Business, and Data Science to design features for the Bizongo B2B suite (Procure Live, Lead Plus, GoPartner, GoOps, PartnerHub(Web & Mobile)).
 - Transformed broad concepts into user-friendly product flows for web and mobile applications.
 - Co-created a comprehensive design system that served as a single source of truth for UI and infrastructure.

● **UX Designer,** Heckyl Technologies Private Limited

Oct'16 - Aug'18

- Owned the research & UX design for a real-time financial trading platform, enhancing user experience across web & mobile.
- Translated complex, data-heavy requirements into clear, usable flows, wireframes, and prototypes.
- Conducted competitive analysis and authored UI guidelines to improve product usability.
- Resolved usability issues, strengthening the core product and ensuring a seamless user experience.

● **Motion Graphic Designer,** Earlier Career

Dec'09 - Aug'15

- Progressed through senior motion and graphic design roles for leading media brands like NDTV, Sony (Multiscreen Media), Reliance MediaWorks, Reliance Broadcast, Times Television Network, and Greycells18 — leading Many show packaging, on-air.

Workshop Facilitator

- Workshop Facilitator & Design Jury — MS University Baroda (Faculty of Fine Arts), MRID & Parul Institute of Design
- Invited to lead workshops on UX Design, Advanced Typography, and Ad Films across B.Des and M.Des programmes, mentoring the next generation of designers and serving as an external jury for degree evaluations.

Education

- Masters in Design, M.S University Baroda,Faculty of Fine ArtsYear 2017
- Professional Diploma in 3D Animation & VFX, MAACYear 2010
- Bachelor of Science in Information Technology, N.K College, (Mumbai University)Year 2008

Recognition

- Received the Spot Bonus Award(Significant Impact) for showcasing the result driven approach for forteachersonly.com, 2022 (Cimpress India Pvt Ltd)
- Grand Prize Winner in the Arts and Crafts category at the HDFC Art Project 2021, India.

Core Competencies

- Product Discovery · User Research · Design Thinking · UX Strategy · Stakeholder Management · Design Systems · Team Leadership

Software & AI

- Design & Prototyping** - Figma (full suite: Design, Make, Slides, FigJam).
- AI-Assisted Design** - Claude & Claude Design, ChatGPT, Gemini, Figma Make.
- Motion & Visual** - Adobe After Effects, Photoshop, Illustrator

Passion Projects

- Calligraphy & Type Design
- Painting (Acrylic & Watercolour)