

Puja Sharma

EXPERIENCE

INDEPENDENT CONSULTANT

PRODUCT DESIGNER

Dec '24 - Present

- Provided design support for early-stage startups while upskilling in advanced product design by partnering founders on design audits.

ESPER

PRODUCT DESIGNER

Linux OS for Walmart

Aug '23 - Dec '24

- Designed UX for Linux device management, reducing provisioning tickets to 0 at Walmart's pilot site (80+ devices).
- Delivered zero-to-one MVP across Dashboard, Provisioning, and Reporting, collaborating with a 6-member eng team & VP of Product.
- Introduced Blueprint patterns and Remote Terminal workflows, streamlining IT operations and enabling OTA updates.

Reporting Tool

- Improved end-to-end Reporting & Event Feed, rolled out to 7,000+ customers, eliminating prior data correctness issues and improving customer trust; projected ~15% added revenue.

AIRBASE

PRODUCT DESIGNER

Vendor, POs, Bill Payments

Jan '22 - Mar '23

- Introduced approval mechanism for vendors to prevent fraud
- Lead diverse, cross-functional projects & delivered user flows, & hi-fi wireframes for vendors, POs & bill payments product area.
- Iterated design based on business need, market feedback, and user testing analysis.

International Payments

- Increased the monthly FX Revenue/Profit to 100k, by optimising the CX to make the payment process more efficient for Canada, Europe and Indian customers by removing points of payment failure.

MOONRAFT - UST

UX DESIGN CONSULTANT

CMS Platform / Pricing Report Tool

Apr '21 - Jan '22

- Built a pricing and reporting tool that enabled the business team to identify discrepancies 3x faster.
- Redesigned the CMS platform with reusable components, improving workflows and collaboration.

BIGBASKET

JUNIOR UX DESIGNER

BB IQ / Design Ops

Mar '20 - Apr '21

- Designed a warehouse management app, improving operational efficiency by 64%.
- Developed Design System components and a naming guide, achieving 100% cross-team satisfaction.

PAYZELLO

UI DESIGNER

- Designed and validated neobanking MVP workflows, contributing to early-stage fintech product direction.

CONTACT

Phone: +1(650)3985605

Email: ps.puja5495@gmail.com

Location: San Francisco

(No sponsorship required)

PROCESS

Research
Design Thinking
Quick Prototyping
User Testing
Visual Design

SKILLS

User Research
Storyboarding
User Interview
Empathy mapping
Userflows
Information Architecture
Visual Design
Prototyping
Wireframing
Design UAT
Design Thinking

TOOLS

Figma
Miro
Adobe XD
Adobe Illustrator
Adobe Photoshop
Adobe Indesign
Balsamiq

EDUCATION

B.Des | Fashion Communication

National Institute of Fashion
Technology, New Delhi
Class of 2015-2019