



# Sneha Sharma

UX DESIGNER & RESEARCHER • PRODUCT DESIGN • SYSTEMS THINKING

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*I design experiences the way architects design buildings: understand the structure before touching the surface, so what people feel is clarity, not effort.*

## ABOUT ME

I'm a Product Designer with 6+ years of experience across enterprise platforms, operational systems, and architectural practice, specialising in systems thinking, platform design, and complex workflow orchestration.

My work focuses on translating ambiguous business and technical challenges into scalable, intuitive product experiences through close collaboration with engineering, product, and stakeholder teams. I've led product initiatives spanning enterprise consolidation platforms, decision intelligence systems, connected device ecosystems, and research-driven B2B products, contributing across strategy, interaction design, implementation alignment, and agile delivery cycles.

With a foundation in architecture, I bring a structure-first approach to digital products — understanding interconnected systems, operational dependencies, and human behaviour before shaping the interface layer. I care deeply about designing products that simplify complexity, scale thoughtfully, and make decision-making feel clear and effortless.

## UX WORK EXPERIENCE

### Lollypop Design Studio

August 2023 - Present

ASSOCIATE SENIOR UX DESIGNER

#### Cement Manufacturing Brand: Enterprise Platform Consolidation

Platform Design

Design Systems

Workflow Optimisation

- Led end-to-end product experience design for an enterprise platform consolidating 7 fragmented applications across sales, finance, supply chain, and loyalty ecosystems into a unified operational system serving thousands of stakeholders.
- Collaborated closely with engineering teams through agile delivery cycles, including ready-for-development annotations, interaction specifications, KT sessions, QA reviews, and implementation alignment to ensure scalable and technically feasible experiences.
- Designed scalable interaction models and modular design systems adaptable across multiple business verticals, reducing onboarding friction and improving operational efficiency across teams.

#### ACT Smart WiFi: Product Design

Product Design

Systems Thinking

UX Strategy

User Research

- Owned UX strategy and end-to-end product design for a smart WiFi ecosystem integrating device management, network security, parental controls, and usage intelligence within a unified platform.
- Worked closely with backend engineering and third-party API integration teams to translate dense technical logic into intuitive user workflows while balancing technical feasibility, operational constraints, and user experience quality.
- Collaborated across agile product development cycles to continuously refine feature prioritization, onboarding flows, awareness mechanisms, and key product entry points based on usability insights, implementation realities, and evolving business requirements.
- Reduced task completion time by ~30% through iterative usability testing and workflow optimization.

#### Zinnov: Decision Intelligence Platform

B2B Platform Design

Information Architecture

Usability Testing

Business Strategy

- Redefined information architecture and UX strategy for a global decision intelligence platform used by senior business leaders and GCC stakeholders to discover, validate, and act on large-scale research insights.
- Led research synthesis, usability evaluations, and stakeholder workshops to identify operational pain points, define product requirements, and restructure high-density information workflows into scalable decision-support systems.
- Partnered with product managers and cross-functional teams to shape roadmap direction, improve contextual navigation, and reduce time-to-insight by 40%.

#### Green SM: Ride-Hailing User Research

Behavioural Research

Competitive Analysis

Insight Mapping

- Ran a full research cycle across Bangalore and Chennai: 30+ in-depth interviews mapping behavioural patterns, paired with end-to-end competitive benchmarking of 6 platforms.
- Synthesised findings into a structured insight framework that directly shaped product priorities and design decisions for launch in India.

#### Zinnov: Decision Intelligence Platform

B2B Platform Design

Information Architecture

Usability Testing

Business Strategy

- Redesigned IA and UX strategy for a decision intelligence platform used by global capability leaders, rethinking how research data was discovered, filtered, and acted upon.
- Structured discovery workshops to validate flows that enable senior stakeholders to make quicker decisions high-stakes calls.
- Decreased time-to-insight by 40% through IA restructuring and contextual navigation improvements.

## COLLABORATION & LEADERSHIP

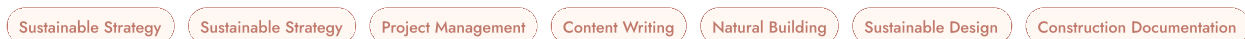
- Cross-functional Collaboration & Leadership
- Collaborated with engineers, product managers, QA teams, and third-party stakeholders across agile product lifecycles to align design decisions with technical feasibility and business priorities.
- Conducted KT sessions, implementation walkthroughs, and QA reviews to support successful product delivery and scalable development handoffs.
- Facilitated discovery workshops, stakeholder alignment sessions, and product presentations to drive strategic decision-making and define product direction across enterprise engagements.
- Mentored junior designers, interns, and UI designers across multiple projects while contributing to UX strategy, systems thinking, and workflow structuring.

## SKILLS



## ARCHITECTURE WORK EXPERIENCE

**Studio Ardete · Hunnarshala · FM Garden City · SD Architects · MO:FA · The Traditionals · Hafeez Contractor** July 2019 - July 2023  
ARCHITECT & OPERATIONS HEAD | FELLOW | FIELD RESEARCHER



- Led design and operations across award-nominated architecture projects.
- Spearheaded a community initiative at Purwa Village focusing on sustainability, biodiversity, and education.

**Hunnarshala · FM Garden City · SD Architects · MO:FA · The Traditionals · Hafeez Contractor** 2019 - 2021  
ARCHITECT | LEAD DESIGNER | FELLOW



- 4 years across residential, hospitality, institutional, and community projects, covering spatial systems thinking, sustainable development, stakeholder management, and construction documentation.
- Contributed to tender presentations for IIT Tirupati and GFC drawings for the Jio World Convention Centre, BKC Mumbai.

## EDUCATION

**Post Graduate Certification: Intelligent Interaction Design** 2023  
Indian Institute of Science (IISc), Bangalore

**Bachelor of Architecture (B.Arch)** 2014 - 2019  
Aayojan School of Architecture, Jaipur