

Kushal Sharma

Senior Product Designer · Design Systems · Enterprise UX

✉ kushalsharma95@gmail.com | 📞 +91 77938 25939 | 🌐 keshu.me | [in linkedin.com/in/kushalsharma95](https://www.linkedin.com/in/kushalsharma95)

Summary

Senior product designer with 4+ years translating complex enterprise problems into intuitive interfaces. Built and shipped design systems from the ground up across financial services, retail, creative agency, and telecom. Working developer background (Node.js, JavaScript, HTML/CSS) enables deep engineering collaboration on tokens, components, and platform-scale design.

Work Experience

Accenture Song, Jaipur, India Nov 2024 Present

Senior Experience Designer Senior Analyst

- **Mobility Marketplace** Designed an AI travel assistant (“Mobility Buddy”) guiding employees through trip planning, policy compliance, per-diem estimates, delegate access, and approval routing translating complex rules into a single conversational + structured UI.
- Owned end-to-end business travel management app, user flows, prototypes, and component design across mobile multi-profile switching, group-travel flows, itinerary timelines combining transport, lodging, and tasks.
- **E& (Etisalat) Design System** Leading ground-up atomic build: primitives → tokens → components → patterns, plus the documentation site as single source of truth across the org.
- Defining semantic + alias tokens, theming logic, accessibility specs, and Figma ↔ code parity at consumer scale for a major telecom app.

Asian Paints, Mumbai, India Jul 2024 Nov 2024

UX Designer Design System

- Led the **header unification** on asianpaints.com (live) bringing Asian Paints, Beautiful Homes, and The White Teak Company under a single global header and brand switcher serving all consumer traffic to India’s largest paint company.
- Drove the cross-brand design system enabling consistent navigation, search, and account flows across sub-brands; built advanced interactive component sets compressing prototyping time. Designed AMP HTML emailers among highest-performing lead-gen campaigns.

HDFC Life, Mumbai, India Nov 2022 Jul 2024

UI/UX Designer

- Pioneered **Helix** HDFC Life’s enterprise design system (helix.apps-hdfclife.com, live), used across web, mobile, and internal tooling. Cut delivery time **from 4 weeks to 2**; reduced handoff errors by 20%.
- Spearheaded **HDFC Life International** (hdfclife-international.com, live) consumer-facing platform serving NRIs globally with USD-denominated insurance, health, education, and retirement products owning end-to-end UI, micro-interactions, animation, and user flows for a regulated cross-border fintech product.
- Ran heuristic evaluation on internal insurance quote generation app; re-designed flows drove a **24% reduction in journey-completion time**.
- Designed conversational flows and UI for **Etty**, HDFC Life’s virtual assistant a live AI chatbot on hdfclife.com handling policy queries, product discovery, and claims.
- Collaborated with PMs and tech leads delivering 15% lift in user adaptability; mentored junior designers on the design system; drove ~20% reduction in design-to-dev timelines through AI-assisted tooling adoption.

Coding Research, Noida, India Jan 2021 Dec 2022

Web Designer

- Shipped 4 email marketing campaigns; lifted sales 25% through new designs, A/B testing, and data-driven targeting.

Craftographers, Remote 2020 2022

Design & Social

- Drove 34% audience growth via campaign design and A/B testing; crossed INR 2.4L revenue at 20% YoY. Designed official website UI in Figma + Adobe Suite with developers.

Skills

Design: Interaction Design · Design Systems · Information Architecture · Prototyping · Wireframing · Usability Testing · Heuristic Evaluation · Accessibility (WCAG) · Micro-interactions · Motion

Systems: Design Tokens · Atomic Design · Figma Variables & Modes · Component APIs · Theming · Cross-platform Parity · Documentation as Product

Tools: Figma · Adobe CC · Spline · Framer · Webflow · Final Cut Pro · Jira

Engineering: HTML · CSS · JavaScript · Node.js · React (reads & reviews front-end code)

Education

Lachoo Memorial College of Science & Technology, Jai Narain Vyas University, Jodhpur

2016 2019

Bachelor of Computer Applications

Recognition: Employee of the Month at HDFC Life · Figma Community Contributor · 100-Day UI Challenge