SHARPI SINGH

Product Designer | Open to relocate

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Product Designer with nearly 3 years of experience in enterprise SaaS, AI-driven automation, and data-heavy UX, specializing in complex workflows. I create accessible, intuitive, high-impact solutions that align business goals with user needs.

WORK EXPERIENCE

SMRT Systems (B2B - Contract) — Raleigh, US
Product Designer — 09/2025 – 12/2025

- **Laid UX foundations for an AI-native mobile POS app** enabling store owners to track sales, marketing, and operations remotely, via a conversational interface with memory across data, notes, and past conversations.
- Led responsive website redesign and marketing design for a **POS and business intelligence retail tech** startup's India expansion, delivering conference collateral and brand-aligned web pages currently in launch.

Greenstand (Design Systems) — Remote, US
Product Designer — 09/2024 – 08/2025

- Improved **150+ design system components for accessibility** and responsiveness, now **actively used across products** by aligning with **WCAG 2.2** and standardising documentation across the team.
- Redesigned brand identity and website from scratch, including a new colour system and visual language, currently in development for launch.

F1Studioz (B2B SaaS) — Remote, India
UX/UI Designer — 12/2024 – 01/2025

- Designed and shipped the **MVP of QMentis.ai, a GenAI-powered QA software testing platform** used by **100+ enterprise customers**, streamlining complex testing workflows at scale.
- **Reduced operational inefficiencies by 40%** and **accelerated decision-making by 50%** through the design of a central operations dashboard with **real-time tracking and AI insights** for test coverage and risk.
- Mapped multi-role user journeys and automated workflows for technical and non-technical stakeholders, integrating role-based access control and smart alerts to support governance.
- Collaborated closely with the co-founder, PMs, engineers, and QA leaders to implement data-driven UX workflows, actionable AI insights, and scalable systems for trust and visibility in AI-driven testing.

The Wikimedia Foundation (Wikipedia) — San Francisco, CA
Product Designer — 01/2024 – 08/2024

- Led the **end-to-end design** of an **AI-powered Wikipedia feature** to help Gen Z users build critical thinking skills and presented findings, UX recommendations, and the feature to 20+ stakeholders across US and European teams.
- Iterated on feature visibility, UX patterns, and content design within an agile environment, achieving **100% discoverability in usability testing** and receiving positive user feedback on design clarity.
- Spearheaded international user research efforts to drive ethically grounded design strategy and feature validation, including **co-design workshops with 30+ readers**, SME interviews, and competitive/heuristic analysis.
- Built service blueprints and multi-step user flows, **driving 8+ design iterations** to optimize information hierarchy and feature accessibility from low to high-fidelity prototypes.

EDUCATION

California College of the Arts — San Francisco, CA
Master's of Design, Interaction Design — 08/2023 – 08/2024
Highlight – Outstanding Startup Award Winner, Impact Awards 2024 by Center for Arts and Public Life

Maulana Azad National Institute of Technology — Bhopal, India
Bachelor of Architecture and Planning — 08/2017 – 05/2022
Highlight – Special Mention in the Annual NASA Design Competition 2020 by the National Association of Students of Architecture

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SKILLS

Design: Data Visualization, Design Systems, Generative AI, Information Architecture, Prototyping, Stakeholder Management, Storytelling, Systems Thinking, Typography, UI Design, User Flows, UX Design, Visual Design, Wireframing, Workshop Facilitation
Research: A/B Testing, Competitive Analysis, Contextual Inquiry, Heuristic Evaluation, Usability Testing, User Interviews
Technical: Adobe Suite, Claude, Cursor, Figma, Figma Make, HTML/CSS, Jira, Jitter, Lottie, Miro, Notion, Tableau, Vercel V0