

Avanita Sharma

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UX / Product Designer with 3+ years of experience crafting user-centered experiences across Consumer, SaaS, and Fintech platforms.

EDUCATION

Carnegie Mellon University Pittsburgh, PA
MDes in Interaction Design (3.90 GPA)

Sir JJ College of Architecture, Mumbai University Mumbai, India
Bachelor of Architecture

WORK EXPERIENCE

Loomi / Product Designer Pittsburgh, PA March 2025 – Current

- **Led end-to-end product design for Loomi**, a Chrome extension for language learning that **leveraged AI-generated conversation prompts and contextual vocabulary guidance**, from early research and prototyping to testing.
- Conducted usability testing and iterative prototyping to fine-tune AI interactions and conversation flow, resulting in a 30% increase in user engagement and a 22% improvement in task success rates during pilot studies.
- **Built a design system from scratch**, enabling scalable, consistent UI patterns and reducing development time by 20% in early sprints.

Illumio / Product Designer Internship, Sunnyvale, CA May 2024 – Aug 2024

- **Simplified Azure Network Security configuration within Illumio's cloud platform** by designing high-fidelity workflows and intuitive UI.
- **Designed and shipped high-fidelity interfaces** with optimized navigation and IA, **reducing search and action time** and boosting engagement for several enterprise clients. Partnered with front-end engineers and PMs to translate research and business requirements into scalable component-based UI.
- **Standardized 10+ design system components** by aligning with visual, platform, and dev teams; resolving inconsistencies and unifying dashboards, data grids, and visualizations.

Carnegie Mellon University, HCII, SOD / Design Researcher Pittsburgh, PA Aug 2023 – May 2025

- Engaged in **Human-AI interaction** research, investigating the **incorporation of Theory of Mind in design** and user perceptions of AI interactions; **co-authored a paper in progress at HCII**.
- **Redesigned CMU's School of Design's website for optimized navigation and content strategy**, contributing to a **20% increase** in prospective student engagement.

YellowSlice Pvt Ltd / Senior UX Designer Mumbai, India April 2022 – May 2023

- **Led the end-to-end UX redesign of a digital investment platform**, delivering **300+ wireframes and scalable design components** across iOS and Android, and Web; now deployed across 6 private banks in India.
- **Directed B2C product design** for mobile and web platforms across **5 industries**, facilitating stakeholder workshops, leading UX research, and translating insights into intuitive task flows and user interfaces.
- **Promoted to Senior UX Designer within a year**, I mentored a team of 5 designers, **led Agile/Scrum sprints**, and **adapted UX strategies** across diverse domains to ship scalable, user-centric solutions.

Proteus Technologies Pvt Ltd. / UX/ UI Designer Mumbai, India June 2021 – April 2023

- **Increased user engagement by 36%** for the company's sales management enterprise application through a comprehensive identity and UI redesign, optimizing dashboard layouts and introducing a design library and brand guidelines, which **increased efficiency by 50%** and ensured consistent product and publication branding.
- Redesigned task workflows and improved navigation across key enterprise modules, resulting in a **30% decrease in task completion time** and a **40% drop in onboarding-related support requests**.

AWARDS AND RECOGNITION

Indigo Awards: Gold Winner in Virtual Reality Design (2024), **Core77 Design Awards:** Student Notable Mention (2024), **Illumio Hackathon:** People's Choice Winner (2024), **YellowSlice Hackathon:** Best Solution Award (2022), **Mumbai Metro Design Competition:** Honorable Mention (2019)

SKILLS

- **Design:** Visual Design, Design Systems, Human-Centered Design, Design Thinking, User Research, Information Architecture, Prototyping, Wireframing, Journey Mapping, Conversational Design, Design for Learning, Gamification, A/B Testing, Workshop Facilitation, Storyboarding
- **Industries:** AI Products and Services, SaaS Platforms, Enterprise Design, Fintech, Ed-Tech, E-Commerce, XR, VR, AR Design, Robotics, and Human Machine Interaction.
- **Tools:** Figma, Adobe Creative Suite, Photoshop, Illustrator, After Effects, Jira, Confluence, Miro, Rive, Lottie, Framer, Unity, Spline, Blender, AutoCAD, Sketchup.