Aditi Sharma

product designer

www.aditi.work

aditisharma.connect@gmail.com

Experience

Alivecor Inc — Product Designer, Lead
Bangalore | Sep '21—now

I lead discovery to delivery of the core consumer product — **Kardia**. Responsibilities — journey mapping, product design and strategy and design systems implementation

- Redesigned clinician reviews feature which improved user retention by 14% in subscription programmes

- Revamped and shipped Heart-Health-Assessment, thereby reducing diagnostic errors by 8%

- Implemented processes for the larger design team such as onboarding resources, design QA framework, guides for hiring

Set foundational product direction design and discovery for AliveCor's newly launched 12 L device (iOS app). Lead design efforts by prototyping new information architect options, gathering user feedback, and reviewing designs with product leadership in an environment with extreme ambiguity

- Reduced duplicate design and development work and timeline for the 12L iOS app by facilitating frequent strategy workshops between device and app teams

Walmart Labs — Product designer
San Bruno | Aug '19—Aug '21

Led end-to-end design and research support for 5+ Walmart supply chain platforms, assisting 150k warehouse personnel in getting their jobs done more efficiently

- Overall 24% decrease in warehouse errors, across US-Canada-Mexico supply chain, which resulted in saving $1.2M in labour costs per annum

- Closely collaborating with product owners, managers and developers across various time zones to devise roadmaps, product vision and business processes

Mailchimp — Product design, intern
Atlanta | May '18—Aug '18

Worked on award-winning 2018 Mailchimp's new system rollout for CX platforms

- Developed a system for 'Abstract UI' with the design team. Following a successful A/B test, this experience received high engagement from our users and is still live on Mailchimp

EF Education First —Product design, intern
Boston | Aug '18—Jan '18

I designed and prototyped 'Trip' portal web app for EF Go Ahead Tours along with collaborating with a cross functional team

UX designer — Tata Cliq, Jabong, Snapdeal
Mumbai | '14 - '17

Founding UX designer for leading ecommerce platforms. Notable projects: Progressive web app for Tata CliQ, vendor onboarding flow for Snapdeal

Education

MFA, Interaction Design — Boston University '19
Human Computer Interaction/ design

BFA, Design — Symbiosis Institute of Design '14
Graphic design

Skills & tools

Design & research
User experience, user interface design, interaction design, motion design, wireframing, prototyping, information architecture, research, usability testing, journey mapping

Tools
Figma
Sketch
Principle
Adobe Creative Suit
Protopie

Team
Sprint/Workshop Facilitation
Design Mentorship
Recruitment and interviewing

Community & projects

Freelance Design Consultant

Design consultant,
FollowUpThen (YC'17)

Community & teaching
- Fellow, OnDeck Design
- Design mentor, ADPlist
- Lecturer — Graphic design, College of Fine Arts, BU

more at
www.linkedin.com/in/aditiatwork/