

# Apoorv Mohan Sharma

## UX/UI Designer

[www.apoorvsharmaportfolio.com](http://www.apoorvsharmaportfolio.com)

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## Work Experience

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### Pitney Bowes

ADVISORY UX INTERACTION DESIGNER | JAN 2022 - DEC 2023

- Designed a user-friendly **Front Loading package delivery solution** for smart lockers that enabled agents to manage package deliveries remotely. **Improved the delivery time by 40%.**
- Designed an **Asset Management solution with integrated smart locker capabilities**, enabling enterprises to track assets lifecycle and movement.
- Led the design of the **Day Locker (Hot Desk) feature** for smart lockers, providing a safe and secure solution for end users (employees/students) to store valuable belongings with flexible 24/7 access.

### Western Union Services India Pvt Ltd

SR. USER EXPERIENCE DESIGNER | AUG 2019 - JAN 2022

- Led the redesign of the **E-KYC document upload flow** for a digital web and app solution, enabling customers to verify their identity quickly and seamlessly. Achieved a **23% drop-off reduction** and a **17% improvement in flow conversion.**
- Designed an intuitive web solution for developers to explore and test seamless integration with Western Union's cross-border payments API.
- Contributed to the successful migration of **Western Union's** flagship money transfer product, **WUPOS (Retail application)**, to a new, simple, and user-friendly version.

### Left Right Mind Pvt Ltd

INTERACTION DESIGNER | JAN 2017- JUL 2019

- Designed an android app for **insurance sales officers** - a one stop solution for policy selling, data management, review earnings, get product updates, and skill events.
- Worked on the designs of a **gamified engagement experience** for an **employee engagement portal.**
- Worked on a quality control app designs for construction industry.

### MECHANICAL DESIGN ENGINEER

OCT 2008- JUN 2014

- Worked as a design engineer in electro-mechanical and automobile industries, specialising in new product and reverse engineering design.

## Education

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### MIT Institute of Design, Pune

M.Des in Product Design

2014-2016

### Kautilya Institute of Technology & Engineering, Jaipur

Bachelor's in Mechanical Engineering

2004-2008

## Skills

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### Design

- User Research
- Ideation
- Information Architecture
- Interaction Design
- Interface Design
- Design Thinking
- Wireframes
- Proto Typing
- Usability Testing

### Tools & Software

- Figma
- Illustrator
- JIRA
- Sketch
- Mural
- Design Thinking
- Adobe XD
- User testing
- Usability Testing

### Collaboration

- Team Player
- Communication
- Attention to Detail
- Problem Solving

## Achievements

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- Star Award for Outdoor Lockers
- Ace Award for Day Lockers
- Certified design thinking practitioner of **LUMA Practitioner Training Programme**
- Star performer of the month ( Product Team All Hands)
- Star employee of the quarter