SAKSHI VERMA.

UI/UX DESIGNER | PRODUCT DESIGNER | NIFT GRADUATE

Bengaluru, India | +91 9600372450 | vermasakshi0212@gmail.com
LinkedIn: linkedin.com/in/sakshi-verma-0b8221219 | Portfolio: sakshiverma.me

01 — SUMMARY

Product and UI/UX Designer with 2+ years of experience designing web and mobile products across fintech, personal finance, astrology, data analytics and accessibility-focused domains. NIFT-trained (B.Des, Fashion Communication), leading end-to-end design from user research and information architecture through wireframes, high-fidelity prototypes and developer handoff. Focused on turning complex workflows into clear, intuitive, user-centered experiences.

02 — EXPERIENCE

Product Designer

KUSHMANDA.AI | JUNE 2024 - JULY 2026

- Designed 8+ web and mobile products end-to-end, from discovery and user research through wireframes, high-fidelity prototypes and developer handoff.
- Led discovery and early-stage product design for a personal finance application, using Jobs-to-be-Done (JTBD) interviews and surveys to identify unmet user needs.
- Collaborated closely with developers to improve usability and ensure smooth, accurate implementation of design solutions.
- Key product work: ARIES, MyLuckyDays and My Net Worth (detailed under Selected Projects).

Freelance UI/UX Designer

HANDICRAFTS HOME | JAN 2024

- Redesigned the e-commerce product page to simplify navigation and improve the purchase journey.
- Introduced artisan profile sections that surface maker stories and strengthen product authenticity.

Visual Designer

LUMIER CREATIVE PARTNERS | JAN 2024 - MAY 2024

- Designed social media creatives for brand campaigns across digital platforms.
- Styled products for studio and outdoor shoots for Liquid Perfume by Rare Planet and Rubans Jewellery.
- Supported the creation of visually consistent brand assets across campaigns and marketing materials.

Styling & Photography Intern

M&B PVT LTD | JUN 2023 - AUG 2023

- Conducted trend research and developed mood boards to guide shoot concepts.
- Styled products, sourced props, managed lighting setups and photographed products for marketing and campaign visuals.

03 — SELECTED PROJECTS

ARIES — 3D Data Analytics & Visualisation Platform

`INFORMATION ARCHITECTURE REDESIGN | KUSHMANDA.AI`

- Redesigned the platform's information architecture, restructuring 30+ screens.
- Simplified complex workflows across the data analytics and 3D visualisation experience.

MyLuckyDays

`PRODUCT REDESIGN | KUSHMANDA.AI`

- Led the redesign of the product, grounding interface changes in behaviour-driven design decisions.
- Improved visual hierarchy, user engagement and feature discoverability.

My Net Worth — Net-Worth Prediction Platform

`END-TO-END PRODUCT DESIGN | KUSHMANDA.AI`

- Designed the end-to-end user experience for a net-worth prediction platform.
- Outcome: the platform is currently being adapted for commercial use with a wealth management partner.

04 — EDUCATION

Bachelor of Design (B.Des), Fashion Communication

`NATIONAL INSTITUTE OF FASHION TECHNOLOGY (NIFT) | KOLKATA, INDIA | 2020 - 2024`

05 — SKILLS

UX: UX Design, Product Thinking, User Research, JTBD Interviews, Surveys, Information Architecture, Usability Testing

UI: UI Design, Wireframing, Prototyping, Design Systems, Mobile App Design, Responsive Design, Accessibility

Visual: Social Media Design, Brand Assets, Trend Research, Mood Boards, Product Styling, Product Photography

Design Tools: Figma, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Canva, Notion

AI Tools: ChatGPT, Claude, Google Stitch, Gemini

06 — CERTIFICATIONS

AI for Designers

`INTERACTION DESIGN FOUNDATION (IXDF)`

User Experience: The Beginner's Guide

`INTERACTION DESIGN FOUNDATION (IXDF)`