Aakarsha Sharma, Senior Product Designer

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PROFILE

I am a Senior Product Designer based in Hamburg with 10 years of experience and a Bachelor of Design from an esteemed Art university. My expertise lies in designing user-centric experiences that leverage data and qualitative insights, leading to significant business impact. Committed to creating seamless and impactful user experiences that enhance product performance and drive user engagement.

EXPERIENCE

Senior Product Designer, Xing

Nov 2022 — Present, Hamburg

XING is the leading online jobs network (SaaS) in DACH region.

- Designed the **end-to-end process of** Lebenslauf **#1 Resume builder in DACH Region which led 300% user visits and +1M downloads**, making it a remarkable success.
- Created a end-to-end smooth and competitive **fully AI powered** Anschreiben.com **#1 Cover-Letter builder, resulted in +30k cover letter** downloads in 6 months.
- Created a user friendly and impactful **registration process** for seamless integration into the product, solving a multiple level step dropout to **increasing 36% successful user registration** .

Web Designer, Yoyaba GmbH

Jun 2022 — Oct 2022, Hamburg

Yoyaba is a Leading Performance Marketing & Demand Generation Agency for fast moving B2B Software Companies.

- Defined the development and iterative **improvement of high-profile and high-stakes clients websites from mockup to live.**
- Conducted in-depth market research to analyse industry trends, user behaviour, and competitive benchmarks.
- Some of the websites I redesigned are: 4AllPortal Transkribus ; Engel & Volkers

Design Lead, Noise

Sep 2019 — Apr 2022, Gurgaon

Noise is India's number 1 smart wearable and accessories brand.

- **Lead the Assortment and Digital Experience** of UX strategies and product enhancement
- Curated a targeted selection of 50+ audio and wearable products based on user feedback, resulting in **improved customer satisfaction scores by over 35% through enhanced alignment** with consumer preferences and needs.

Lead Designer, Collegesearch

Jul 2016 — Jul 2019, Gurgaon

- **Developed engaging mobile interfaces** that led to measurable improvements in daily active users to an achievement realized through targeted UX optimizations and performance testing sessions.
- **Implemented user engagement strategies** informed by data-driven insights and analytics.
- **Monitored key performance indicators (KPIs) and utilised user feedback** to continuously refine and improve the app's design and functionality.

Graphic Designer, Decorpac

Jun 2015 — Jun 2016, Gurgaon

- Ensured the **design reflects the brand's values**, ethos, and visual language to maintain consistency across global markets.
- Used **advanced printing techniques** to ensure vibrant colours, sharp details, and premium finishes that enhance brand perception.

DETAILS

NATIONALITY

Indian - Unlimited work permit in Germany

LINKS

Portfolio

LinkedIn

SKILLS

Figma

Framer

Adobe CC

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Miro

UI/UX

Interaction Design