Koshal Sharma

PRODUCT DESIGNER · UI/UX LEAD

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PORTFOLIO LINK

koshalsharma.framer.website

SUMMARY

Product designer, 7+ years, building 0→1 products and design systems for EdTech and SaaS. Replaced inconsistent UI with a governed system — cutting inconsistency ~60%, dev handoff 40% — partnering with engineering, product, and founders end-to-end.

Core strengths Design Systems at Scale · 0→1 Product Design · User Research & Strategy · Cross-functional Leadership · AI-Augmented Workflows

SKILLS

UX Strategy · Design Systems · User Research · Journey Mapping · Prototyping · Usability Testing · Interaction Design

TOOLS

Figma · FigJam · Adobe XD · Illustrator · Photoshop · Miro

AI TOOLS

Claude · ChatGPT · Gemini · Midjourney · Runway

DESIGN AWARD

Paytm / 2019

Recognised for Supporting & Mentoring — Build for India Initiative

Work Experience

Senior Product Designer — PiAcademy

UK · Remote | May 2022 – Present

PiAcademy — exam-prep platform

- Replaced inconsistent, hand-built UI with a governed Figma design system — cut UI inconsistency ~60%, dev handoff time 40%.
- Sole designer for a platform serving 50K+ users across four personas: parents, students, tutors, schools.
- Designed 0→1 learning journeys (onboarding, tutor matching, progress tracking) — lifted activation ~35%.
- Set WCAG 2.1 AA interaction standards, adopted product-wide.

School Uni Guide — second product, launched 2023

- Designed the platform end-to-end — IA, UI, and design system — alongside developers and the PM.
- Kept design and delivery aligned across design, engineering, and management as the product scaled.

UI/UX Designer — Rabbixel

Panchkula, India | Aug 2020 – Mar 2022

- Designed SaaS dashboards and responsive web products, wireframe to hi-fi
- Delivered end-to-end UX for 4+ client products: flows, IA, prototypes.
- Ran heuristic evaluations and A/B tests to guide usability fixes.

UI/UX & Graphic Designer — Target Everyone

Mohali, India | Aug 2018 – Mar 2020

- Designed marketing and product interfaces for SMB platforms across emerging markets — cut task time ~20%.
- Produced hi-fi visuals and motion design for consistent cross-channel branding

Education

Computer Applications (BCA)

Lovely Professional University

2013 – 2017

Foundation in computer applications and technologies, with specialisation in computer networking.

Digital Design (APDMD)

MAAC

2017 – 2018

Graphic, 3D & video design using Photoshop, Illustrator, After Effects & Premiere.