

Ayushi Sharma

UI UX Designer • San Francisco, CA

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SUMMARY

Designer with 7+ years of experience across visual, interaction, and AI-native design for large-scale consumer products. At a 300M+ user fintech platform, I lifted onboarding conversion from 5% to 12%, owned visual communications across product and marketing surfaces, and A/B tested hundreds of assets monthly. Currently completing Master of Design in Interaction Design at CCA, designing conversational AI agents, agentic interfaces, and responsible AI experiences.

WORK EXPERIENCE

Assistant Manager, Visual Design at [Paytm Money](#)

Apr 2022 - Feb 2024

- Promoted to Assistant Manager, Visual Design within 8 months of joining as the first designer hired in Growth. Led design strategy and execution across product, growth, and marketing, partnering with engineering, legal, and compliance teams.
- Part of the core team that shipped 4+ major launches: Bonds, Stocks dashboard, Mutual Funds, and Paytm 2.0 app redesign.
- Product Design: Designed the full visual and user interaction experience for Bonds, a complex investment product; improved CTR from 5% to 12% (in first two months) through trust-building visual hierarchy and a guided onboarding flow.
- Team & Leadership: Hired and led a team of 5 designers across visual, product, and motion design; established weekly critique culture and formal design review practices.
- Growth & Marketing: Owned all marketing creatives in-app (Paytm Money) and cross-app (Paytm) with CTR as the primary success metric. A/B tested all homepage product icons; applied learnings to systematically improve visual communication.
- Campaign & Channel Marketing: Ran all seasonal, market-driven, and IPO campaigns end-to-end (awareness, registration, conversion) across WhatsApp, Telegram, LinkedIn, Instagram, and offline channels.
- Led design for a revenue-focused subscription experience tied directly to onboarding performance.
- Managed influencer marketing and served as brand ambassador; produced Instagram content with 10M+ views.

Junior Manager, Visual Design at [Paytm Money](#)

Jul 2021 - Apr 2022

- First designer hired in Growth; sole IC owning visual and product design for the platform's most critical conversion surfaces.
- Redesigned onboarding and KYC flows with UX and conversion measured at every screen; ran 5 customer interviews weekly to surface friction across login and KYC completion.
- Design System & Visual Language: Built marketing communications design system from zero: visual language, typography scale, templates, banner systems, and brand guidelines adopted by growth, content, and acquisition teams.

Senior Graphic Designer at [Enterprise Bot](#)

Mar 2021 - Jun 2021

- Designed chatbot UI systems for 5+ enterprise clients across banking, telecom, and retail: message states, response handoffs, error states, and brand-customized chat surfaces across text, voice, and video interfaces.
- Translated client brand guidelines into functional conversational UI, making AI interactions feel intuitive and on-brand.
- Owned the company website redesign and all marketing communications.

Founder and Creative Director at [ArtWart Studios](#)

Nov 2018 - Dec 2020

- Pivoted from marketing into design and founded an independent studio. Closed at the end of 2020 due to COVID.
- Served 30+ clients across e-commerce, consumer products, FMCG, and nonprofits including Accenture, ITC, The Hindu, Radio Mirchi and United Way. Managed end-to-end project delivery for startups and established enterprises.
- Operated across multiple concurrent projects with shifting priorities, tight timelines, and unsupervised execution.
- Designed brand identities, guidelines, packaging, and merchandise; led end-to-end design for websites, e-commerce platforms, and apps with scalable visual systems. Built and managed a project-based team of designers and contractors, owning schedules, resources, and timelines across concurrent client work.

Brand Manager at **BBD0 Advertising**

Sep 2018 - Nov 2018

- Managed brand strategy, positioning, and client relationships for *Godrej Jersey* at one of the world's largest ad agencies, including through *Godrej's* acquisition of *Jersey*.
- Built 360° media plans for launches and sustenance campaigns, translated business goals and competitor analysis into creative briefs, and partnered with creative teams across advertising, packaging, branding communications, and POS to keep creative vision aligned with business priorities.

Account Activations Manager at **Radio Mirchi**

Mar 2017 - Sep 2018

- Managed brand activations, campaigns, and on-ground events for major consumer brands; led creative coordination between agencies and clients.
- Led ATL and BTL activations, concerts, and live events across the AP and Telangana region, owning top-line and bottom-line revenue targets for the multimedia and concerts business.
- Managed 150+ corporate, government, and regional clients, and ran celebrity engagement end to end, hiring and managing artists, singers, and actors and matching the right celebrity to each event.

PROJECTS

Toniq AI - Product Designer, 2025 - 2026

Personal AI networking platform that learns about people, relationships, and goals to surface context before meetings; designed and built end-to-end with a 500+ token design system, AI agent interaction patterns, and voice UI, going from Figma to working UI using Claude Code.

Ancestra AI - UI UX Designer, 2025

Conversational AI health platform connecting DNA, Apple Watch, and Oura Ring data; defined interaction patterns for AI-driven recommendations and trust-building moments.

EDUCATION

Master of Design in Interaction Design (GPA: 4.15)

California College of the Arts, San Francisco, CA, USA | 2025 - 2026

Master of Business Administration - Marketing (CGPA: 7.81)

ICFAI Business School, Hyderabad, India | 2015 - 2017

Bachelor of Business Administration (CGPA: 9.24)

Galgotias University, Noida, India | 2012 - 2015

SKILLS

Design: Visual Design, Interaction Design, UI/UX Design, Product Design, Information Architecture, Wireframing, Prototyping, High-Fidelity Mockups, Design Tokens, Design Systems, Brand Systems, Brand Identity, Typography, Data Visualization, Iconography, App Design (iOS, Android), Responsive Design, Marketing Design, Packaging Design, Accessibility (WCAG 2.1 AA).

Research & Testing: User Research, User Interviews, Usability Testing, A/B Testing, Multivariate Testing, Funnel Analysis, Heuristic Evaluation, Concept Testing, Journey Mapping, User-Centered Design, Affinity Mapping.

Strategy & Leadership: Design Strategy, Design Sprints, Design Critique, Design Mentorship, Cross-functional Collaboration, Stakeholder Management, Product Strategy, Design Culture Building, Agile, Scrum.

Tools: Figma, Figma Make, Figma MCP, Framer, Sketch, Claude Code, Cursor, v0, MidJourney, Lovable, MCP Integration, Adobe Creative Suite, Notion, GitHub.