# Sanchit Sharma

## Product Owner/UX Researcher/UX Designer

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## Professional Summary

User Experience Researcher & Designer with 4+ years of experience in designing seamless digital experiences. Passionate about **human-centered design, usability testing, and leveraging qualitative & quantitative insights to drive business growth.** Skilled in UX research, **interaction design, and A/B testing** to enhance engagement and conversion rates. Proven ability to collaborate cross-functionally and align user needs with business objectives.

## Key Skills

**UX & Product**: Figma, Miro, Wire framing, Prototyping, User Journey Mapping, Information Architecture
**User Research & Testing**: Usability Testing, Heuristic Evaluation, UX Audit, Ethnographic Research, Quantitative Research, Qualitative Research, In-depth Interviews, Card Sorting, A/B Testing
**Data & Analytics**: Mix panel, Power BI, SQL, Behavioral Analytics, Competitive Benchmarking
**Product Strategy & Roadmap**: Strategic Roadmaps, Product Vision, Business Strategy, Stakeholde Management.
**Documentation** : Notion, Jira
**Soft Skills** : Teamwork & Collaboration, Empathetic Listening, Quick & Continuous learning, Self-Motivation, Problem Solving

## Experience

**Amala Earth**                                                                                                    March 2024 – Present
*Senior Executive*                                                                                                              *Delhi, India*

- **Redesigned the Amala Earth App & Website**, migrating from Shopify to a self-hosted platform to enhance **scalability, performance, and user experience**.
- **Designed and implemented an end-to-end Admin Panel**, streamlining operations, automating processes, and significantly **reducing manual workload**.
- **Redesigned the Wish list Page**, driving a **23% increase in conversions** and **47% higher engagement** through improved UI/UX.
- **Optimized web-to-app migration** with strategic nudges, leading to a **69% increase in app installs**
- **Developed a structured UX research roadmap**, leveraging **qualitative & quantitative data** to drive product improvements and user engagement.
- **Led 10+ user interviews**, creating **personas, user journeys, and empathy maps** to align product decisions with user needs and business goals.
- **Lead project aimed at improving customer engagement and loyalty.**
- **Conducted in-depth competitor analysis, UX audits, and card sorting** to refine **information architecture**, improving **navigation and retention rates**.
- **Ideated solution for solving problems in the checkout experience and introducing post checkout/post purchase journey and order fulfillment initiatives to enhance customer satisfaction and retention. Including order tracking and order return flow.**
- Created simple and effective product documentation including PRDs, Research docs, flow diagrams.
- Maintain the knowledge base of existing solutions.

**Bangmetric LLC**                                                                                                  Feb 2023 – Feb 2023
*UX Designer*                                                                                                                   *Noida, India*

- **Designed the Employee Centre Service Now Portal** for **Trident Care**, a US-based healthcare provider, enhancing employee experience and operational efficiency.

- **Led the redesign of Bangmetric's website (Service Now)**, resulting in a **25% increase in user engagement**.
- **Revamped ISIMO-Tech's website (Salesforce)**, improving usability and brand presence.
- **Designed newsletters and marketing assets**, strengthening brand engagement and communication.
- **Managed and maintained the website on Go Daddy**, ensuring seamless functionality and performance.

**ASQUAR CLOTHING**                                                              Dec 2020 – Feb 2023
*UX Designer/Freelencing*                                                              *Delhi, India*
- **Led multiple website design projects**, ensuring **consistent branding, enhanced usability, and an improved user experience**.
- **Delivered UX solutions for the Express View website**, optimizing usability and streamlining the customer journey.
- **Designed and iterated on Honeydew, a dating app**, aligning **business goals with intuitive and seamless user experiences**.
- **Created responsive designs and wireframes** for **web and mobile platforms**, ensuring accessibility and scalability.

## Projects

**Amala Earth**                                                              **March 2024 – Present**

- **Cart Page Redesign:** Improved checkout flow, reducing cart abandonment by **22%**.
- **Subscription Model Implementation:** Designed a membership model to enhance **AOV and retention rates**.
- **Navigation Overhaul:** Shifted from a **hamburger menu** to category-based navigation, improving **discoverability**.
- **Earth Seed: Introduction of Earth seed functionality.**
- **PDP & PLP Revamp**
- **Enhancing Checkout Journey:** Improving the visibility of **online vs COD payment** option on cart page
- **Return & Exchange Journey:** Introducing an optimized order listing page along with seamless Return & Exchange journey for a better post-purchase experience.

**Bangmetric LLC**                                                              **Feb 2023 – Feb 2024**

- **SaaS Dashboard Redesign:** Enhanced **data visualization & usability**, improving customer retention by **30%**.
- **Lead Generation Optimization:** Implemented **user-centric forms & interactive elements**, increasing lead conversions by **15%**.

**ASQUAR CLOTHING**                                                              **Dec 2020 – Feb 2023**

- **E-commerce Platform Enhancement:** Redesigned product listing and filtering, leading to a **20% sales boost**.
- **Mobile App Redesign:** Improved navigation and checkout experience, resulting in a **15% user retention increase**

## Education

**Chitkara University**                                                              **July 2014 – July 2018**
*Bachelor of Civil Engineering*                                                              *Baddi, Himachal Pradesh*