

# Sharanya K.

## Senior Product Designer

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New York, NY

### About

Senior Product Designer crafting intuitive and scalable experiences with measurable business impacts.

### Experience

#### **Estée Lauder Companies** – Senior Product Designer, Brand Experience

DECEMBER 2024 – PRESENT | NEW YORK, NY

Led and launched end-to-end design of an AI-powered Scent Advisor for Jo Malone London, developed in partnership with Google Cloud

Designed multi-turn flows, product recommendation UI/UX, and fallback states

Leveraged Looker Studio click data & Fullstory insights to redesign Origins Skincare's loyalty program hub across web and mobile, driving an increase in enrollments, click-throughs, and session duration

Scaling Jo Malone's design system by adding reusable UI components to advance cross-brand UI/UX standardization

#### **BrainPOP** – Product Designer, Multiple Teams

JULY 2021 – AUGUST 2024 | NEW YORK, NY

##### **Platform & Infrastructure Team**

Owned the 0-to-1 design of 6 new interactive learning features and related student dashboard improvements

Drove the redesign of global login, student registration, and new user onboarding flows

Scaled and maintained design systems, adding over 45 new components, UI patterns, and guidelines

Conducted user testing across multiple projects with 25+ educators and students

Partnered closely with product managers, user researchers, content designers, QA, and software engineers to align with OKRs

##### **Identity & Integrations Team**

Led end-to-end UI/UX design of an internal CMS authoring tool that increased the delivery speed of "Pause Points" learning activities

Achieved a 3% paid conversion rate through in-product and email flow messaging, sunsetting generic accounts

#### **Freelance** – Product Designer

August 2019 – July 2021 | REMOTE

Provided responsive web, iOS, and Android designs, interactive prototypes, and branded assets for 10+ clients across FinTech, B2B, location analytics, E-commerce, and healthcare spaces.

### Skills

UX/UI Design, Interaction Design, Visual Design, Systems Design, HCI, Information Architecture, User Research, Usability Testing, Journey Mapping, User Flows, Wireframing, Interactive Prototyping, Stakeholder Management, Figma, Adobe Creative Cloud, Lovable, Miro, Jira, Confluence, Fullstory, Mixpanel, Google Looker, HTML, CSS

### Education

#### **University of Illinois at Urbana-Champaign**

B.S. Psychology, Minor in Art & Design

#### **UC Berkeley Extension**

Certificate, Student Program in UX Design