

Shalini Sharma

User Experience Designer

Portfolio available on request
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720-301-4643

I'm a hands-on UX designer who brings bold, user-centered ideas to life through thoughtful, scalable design. I leverage AI tools and AI-driven thinking to accelerate ideation, uncover insights, and craft intuitive experiences that solve complex problems.

Bryllyant / User Experience Designer

Jun 2020 – PRESENT

- Led UX across a multi-sided fintech platform (bVerify, borrowers, lenders, brokers, franchisors), unifying complex workflows into a seamless ecosystem.
- Transformed loan origination and verification into guided, low-friction journeys, improving completion rates and reducing manual effort.
- Designed data-rich dashboards and pipeline tools that increased transparency and accelerated decision-making for lenders and brokers.
- Built scalable information architecture and design systems to ensure consistency across multiple products and user roles.
- Partnered with product, engineering, and compliance to deliver secure, compliant, and user-centered financial experiences.
- Ensured WCAG 2.2 AA accessibility compliance across enterprise web and mobile dashboard experiences to deliver inclusive, user-centered products.

School Deets / UX Designer

June 2018 – Jun 2020

- Defined the end-to-end user experience for a direct messaging feature across web and mobile platforms.
- Designed wireframes, user flows, and high-fidelity visual assets to support stakeholder reviews and development handoff.
- Developed data visualizations and dashboard experiences to communicate engagement insights for parents and school staff.
- Established navigation architecture and interaction design patterns for a mobile app, adapting and optimizing existing web functionality for school staff use cases.
- Collaborated with cross-functional teams to ensure alignment between design, product goals, and technical implementation.

Sneh Karma Foundation / Design Consultant

Jan 2018 – May 2018

- Developed user personas for an e-commerce platform focused on artisan products, identifying key user needs, behaviors, and motivations.
- Defined information architecture and created a comprehensive sitemap to improve content organization and discoverability.
- Designed end-to-end e-commerce user flows optimized for implementation in WordPress.
- Translated user insights into intuitive shopping experiences, improving navigation and purchase flow efficiency.
- Collaborated with stakeholders and developers to ensure seamless execution of UX designs within the CMS environments.

Aspenwood Risk Solution / UX/UI Designer

Jun 2015 – Dec 2017

- Led UX design for a vendor risk management web application, defining end-to-end user experience and workflows.
- Established navigation models, information architecture, and created wireframes to structure complex enterprise functionality.
- Partnered with business stakeholders to translate requirements into user-centered design solutions aligned with product goals.
- Communicated design concepts through wireframes and interactive prototypes using InVision for stakeholder alignment and feedback.
- Defined, evaluated, and documented user interaction patterns and UX guidelines to support consistent implementation by development teams.

Skills & Languages

Generative AI:

Figma Make
Claude
UX Pilot

Skills:

| | |
|----------------------|----------------|
| Contextual inquiry | User flows |
| Affinity Diagramming | Wireframing |
| Personas | Mock ups |
| Usability testing | Style Guides |
| User interviews | Design Systems |
| Heuristic evaluation | Survey design |
| Competitive analysis | Storyboarding |
| Website analytics | |

Tools:

| | |
|-------------|-------------------|
| Figma | Keynote |
| Sketch | Adobe Illustrator |
| Invision | Adobe |
| Balsamiq | Photoshop |
| Omnigraffle | Adobe XD |
| Axure RP | Zeplin |
| Miro | |

Languages:

English

Education

Rajiv Gandhi University

Bachelor of Science

California Institute of the Arts

Specialization in UI/UX Design

Work Authorization

U.S. Citizen