

Sharath SP

Lead Product Designer

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SUMMARY

Lead Product Designer with 10 years of experience launching, scaling, and revamping high-impact digital products across consumer, social, AI/GenAI, and fintech domains. Expert at driving end-to-end design processes, from deep user research to high-fidelity execution, with a proven ability to align user-centric solutions with aggressive monetization and growth strategies. Experienced in GenAI product integration, systems thinking, design mentorship, and managing design verticals that have contributed to over 117.5 Cr GMV.

WORK EXPERIENCE

Lead Product Designer — Apna

Bengaluru · Nov 2024 – Present

- **AI Interview Ecosystem:** Spearheaded end-to-end design of an AI Interview Prep module, enabling candidates to conduct AI-driven mock interviews with real-time feedback, driving 57% DAU growth and 4.3x WAU increase.
- **Personalized Discovery:** Led design for Feed and Search to improve job relevance by surfacing opportunities based on location, salary, and user behavior.
- **Strategic Execution:** Managed the full design lifecycle, from initial user research to high-fidelity execution, collaborating with PMs and Engineering to hit aggressive business KPIs.

UX Designer 3 (Lead / IC) — ShareChat

Bengaluru · Apr 2023 – Nov 2024

- Spearheaded monetization design for Moj Livestream, directly contributing to 117.5 Cr GMV.
- Architected Hunger Games UX, resulting in a 10% GMV boost and a 3.25% increase in recharger DAUs.
- Awarded “Value Championship – Speed” for driving high-impact, time-critical projects.

UX Designer 2 — ShareChat

Bengaluru · Apr 2021 – Apr 2023

- Led design for Mission Moj, driving a 40% increase in app adoption and a 29% boost in gifter DAU.
- Owned end-to-end UX for Creator Battles, delivering 60% GMV growth and a 10.9% DAU increase.
- Collaborated with Product, Data, and Engineering to deliver fast, validated solutions for major business impact.

UX Designer 1 & Interaction Designer — ShareChat

Bengaluru · Aug 2019 – Mar 2021

- Designed e-commerce UX for ShareChat, leading to a 7.5% increase in sales DAU.
- Managed the UX for Lifafa, enabling the first peer-to-peer monetary gifting feature on the platform.

Senior / Junior Graphic Designer — ShareChat

Bengaluru · Jul 2015 – Aug 2019

- Led ShareChat's visual rebranding and implemented unified design systems across product and marketing.

CORE SKILLS

Product & Strategy: Product Strategy, Growth & Monetization Design, Roadmap Planning, Data-Driven Decision Making

Design Mechanics: End-to-End Product Design, Information Architecture, Systems Thinking, Design Systems, Visual Design, Prototyping

Research & Leadership: User Research & Testing, Cross-Functional Leadership, Design Reviews, Mentorship, Storytelling

Emerging Tech: GenAI Product Integration

TOOLS & SOFTWARE

Design & Prototyping: Figma, Figma Make, Photoshop, After Effects, Illustrator

AI & Development: Claude, Claude Code, Figma Make, Cursor, Lovable

EDUCATION

Presidency University, Bangalore — Bachelor's Degree, Commerce (Jun 2012 – May 2015)

CERTIFICATIONS & LANGUAGES

Certifications: User Experience Designer, Mobile User Experience Design | Languages: English, Kannada, Hindi