Siddharth Sharma

Senior UI/UX Designer | Enterprise SaaS & Healthcare | 13+ Years Experience

📞 +91 9211986468 | ✉ siddharth251189@gmail.com

SUMMERY

Senior UI/UX Designer with 13+ years of experience in enterprise SaaS and healthcare product design. Expert in user research, information architecture, interaction design, design systems, and accessibility (WCAG 2.1). Proven track record of improving workflows, increasing usability, reducing errors, and delivering scalable, data-driven product experiences. Skilled in Figma, prototyping, A/B testing, analytics-driven decision-making, and cross-functional collaboration. Strong leadership in guiding teams, documenting design processes, and aligning product strategy with business KPIs.

EXPERIENCE

Senior UI / UX Designer

Cavisson Systems

📅 04/2022 – 10/2024

- Redesigned Cavisson's Load Test platform end-to-end by conducting heuristic evaluation, user research, analytics review, A/B testing, and usability testing—resulting in a more intuitive workflow and improved task efficiency.
- Built a unified design system across all Cavisson products, standardizing components, interaction patterns, and accessibility guidelines—reducing UI inconsistencies and accelerating development velocity.
- Modernized NetHavoc and Service Virtualization interfaces using modular, step-based flows and contextual guidance—reducing configuration errors by 30% and decreasing setup time by 40%, improving overall adoption and usability.

Sr. UI Designer

Acro Technologies

📅 11/2015 – 4/2022

- Led end-to-end design for ACAMS (Case Management System) for the Mississippi Health Department, transforming manual paper workflows into a digital, WCAG-compliant system through user research, requirement gathering, IA, wireframes, and high-fidelity prototypes.
- Designed Acro's XRM workforce management platform and built the new XRM mobile app from scratch, optimizing workflows, enhancing cross-platform usability, and developing a scalable design system for web + mobile experiences.
- Drove UX improvements using persona development, journey mapping, usability testing, and data-backed design decisions to streamline user journeys and reduce cognitive load.

Web designer

Hero BPO

📅 04/2014 – 11/2015

- Designed responsive websites and micro-portals aligned with client brand guidelines and performance requirements.

Sr. Web designer

Momentum Software

📅 08/2013 – 4/2014

- Developed custom micro-websites supporting marketing, branding, and business objectives.

EDUCATION

Certificate in Web Design

Arena Animation

📅 2009

B.A (Hons) Political Science

Delhi University

📅 2011 – 2013

COURSES & CERTIFICATIONS

- Design Thinking: The Ultimate Guide (IxDF)
- Journey Mapping (IxDF)
- User Experience: The Beginner's Guide (IxDF)
- Design for the 21st Century with Don Norman (IxDF)

SKILLS

UX Skills

- User Research
- Heuristic Evaluation
- Usability Testing
- Competitive analysis
- Persona Development
- Journey Mapping
- Task Flows
- IA
- Wireframing (Low/High Fidelity)
- Prototyping
- A/B Testing
- Analytics
- Data-Driven Design
- UX Writing
- Interaction Design

UI & Systems

- Visual Design
- Design Systems
- Component Libraries
- Accessibility (WCAG 2.1)
- High-Fidelity Prototyping

Collaboration & Strategy

- Cross-Functional Collaboration
- Leadership/Mentorship
- Stakeholder

Tools

- Figma
- FigJam
- Miro
- Notion
- ChatGPT