

SHIVANSH VERMA

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PROFILE

With **6 years of design experience**, including running my own startup, I've learned one thing: the best design doesn't come from noise. It comes from silence. I rely on **deep thinking, cognitive psychology**, and **meditation** to cut through complexity and uncover what truly matters. Whether building brands, shaping products, or leading strategy, I design from a place of clarity not just to solve problems, but to dissolve them.

EXPERIENCE

● Lead UX Designer

Cimpress | Jan 2025 - Present

- **Leading UX strategy and vision for the supplier product ecosystem, leading a team of 2 designers**
- Driving UX adoption across the platform by promoting a human-centered design approach and advocating for system-level design initiatives.
- Adopting AI tools and models to streamline design processes and fasten the end to end design journey.

● Senior UX Designer

Cimpress | April 2022 - Present

- **Leading the design for B2B merchant enterprise tool** and product that helps merchants create, manage, and publish thousands of products.
- **Successfully launched 15+ large and medium-scale projects.**
- Designed and implemented the new design for product details screens for both supplier products and merchant products that focused on new product creation and trouble shooting supported by product operations team.
- Validated assumptions by quickly moving with low fidelity mock ups, testing with users and moving towards high fidelity users to ensure quick iteration and thoughtful execution

● Cofounder

Espruce | Aug 2020 - Feb 2022

- **Created a comprehensive platform from scratch**, enabling users to book salon appointments.
- **Achieved a user base of over 100 customers and onboarded 13+ salons across Goa and Delhi.**
- **Conducted on ground research, usability testing to shape the product strategy.**
- **Successfully launched the platform with data driven designs creating a B2B and B2C ecosystem for salons for both web and mobile devices.**
- Conducted numerous VC pitches, gaining invaluable experience in work, life, design, and building a venture from the ground up.

● Design Executive

IFB Appliances | Oct 2019 - Dec 2021

- Conceptualised and realised 10+ projects in spatial design, UX design and product design
- Led design direction for IFB modular kitchen range with a cross functional team.
- Launched an unmanned retail store prototype store, blending user experience design with spatial design to create an wholistic solution.
- Revamped and Reignited the modular kitchen design range, deepening my knowledge about color, material and finish.

● Product Design Intern

IFB Appliances | Feb 2019 - July 2019

- Spearheaded the system design project for solving modular kitchen design for industrial kitchen ranges.
- Developed a working prototype and tested it with multiple vendors

● Internship

Elephant Design | May 2018 - June2018

- Collaborated with different teams and stakeholders to craft intuitive design solution for packaging design and UX design.

RECOGNITION

Full incubation awarded at AMTZ Medi Valley, Vishakhapatnam.
Project - Switch : Stretcher redesigned.

Techstack

Portfolio password: Probabl@1234