

SHIVANSH VERMA

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PROFILE

4+ years of design education and **5+ years of work experience across different domains** and companies has been instrumental for me in developing a keen analytical approach and adaptability. Drawing on my creative problem-solving foundation, I address complex user challenges, drive impact driven design innovation aiming to deliver intuitive and user-friendly experiences.

EDUCATION

National Institute of Design, Ahmedabad, India

Bachelor of Design | 2015-2020

EXPERIENCE

● Lead UX Designer



Cimpress | Jan 2025 - Present

- **Leading product strategy for multiple tools supporting new product initiatives.**
- Driving UX adoption across the platform by promoting a human-centered design approach and advocating for system-level design initiatives.
- Collaborating with product leads, product managers, and business directors to improve platform-wide workflows.

● 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.**
- Built a strong foundation by researching and gathering data and generating insights to improve UX strategy for platform wide tooling.
- 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 30+ 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 and reignited
- 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.

EXPERTISE

Product Design

User Experience Design

Strategic Design

Creative Problem Solving

Skills

Figma

Sketch

Invison

Adobe XD

Sketchup

RECOGNITION

Full incubation awarded at AMTZ Medi Valley, Vishakhapatnam.

Project - Switch : Stretcher redesigned.

Interests



Meditation



Trading and financial markets



Behaviour design