

SOUMYA SHARMA

Visual Designer

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[Portfolio](#) | [LinkedIn](#) | Foster City, CA , 94404

SUMMARY

Product & Visual Designer with 5+ years translating in-progress product work into polished, demo-ready experiences. Skilled in visual craft, Figma, and rapid prototyping — turning rough inputs and partial scripts into cohesive, story-driven flows. Thrives in ambiguity and fast-paced environments, collaborating across teams to stitch end-to-end narratives with strong visuals.

SKILLS

Tools: Figma, FigJam, Photoshop, Illustrator, Adobe XD, Sketch, InDesign, Procreate, Articulate Rise, Articulate Storyline, Miro, Asana, Adobe Creative Suite, UserTesting, After Effects, Canva, UsabilityHub, SketchUp, AI Gemini

Industry Knowledge: User research, Product Design, Graphic Design, User testing and evaluation, User Experience, **Information architecture**, Accessibility, Wireframing, Prototyping, Design Thinking, Agile, **Design Systems** and layout, Visual Design, Motion Design, UI Design, Typography, Iconography, Workflow Diagrams, Interaction Patterns,

Soft Skills: Problem-Solving, Collaboration, Critical Thinking, Presentation, Leadership

WORK EXPERIENCE

UX DESIGNER

May 2026 – PRESENT

Taco Bell Foundation

Remote

- Translated rough briefs and partial scripts into polished, demo-ready visual narratives in **Figma — designing screens, flows, and assets** that brought program stories to life for leadership and partners.
- Partnered across program, marketing, and creative teams to stitch varied inputs into cohesive **end-to-end stories**, applying consistent layout and typography within existing brand systems.
- Built lightweight prototypes to validate pacing and flow for new apps, flagged missing states, and created repeatable templates that accelerated future deliverables.

PRODUCT AND UI/UX DESIGNER

JUNE 2023 – PRESENT

INDEPENDENT PRODUCT DESIGNER

Remote

- AI SaaS Startup (Contract):** Delivered the foundational UI/UX for an early-stage talent management platform. Translated **complex product requirements into intuitive workflows**, establishing the Design System and visual language from scratch using **Figma**, reducing administrative workflows by **~37%**.

INTERACTION DESIGNER

AUG 2022 – MAY 2023

SiteImprove, Inc. | [Project Highlights](#)

Irvine, CA

- Spearheaded the redesign of the Learning Management System (LMS) using Figma to develop **design systems, wireframes, prototypes, and high-fidelity designs**. This effort resulted in a **2.2x increase** in user engagement, significantly improved user-friendliness, and a considerable boost in revenue from **6 to 7 figures**.
- Led the Inclusivity and **Accessibility** team's efforts to achieve full compliance with the rigorous **AA** and **AAA** accessibility standards, using the latest **WCAG 2.1** guidelines, to create an inclusive and accessible experience for all.

PRODUCT DESIGNER

AUG 2021 – MAY 2022

Associated Student, Inc. | [Project Highlights](#)

Hayward, CA

- Utilized user-centered **design principles** to conceptualize and iteratively optimize **user flows** of a travel recommendation app using **InVision**, while also integrating personalization and **gamification**, enhancing user engagement and retention.
- Revamped a mental health app UI, integrating modern aesthetics, **information architecture**, and animations for better UX.

PRODUCT DESIGNER

JAN 2018 – NOV 2020

Freelance | [Project Highlights](#) | [Brand Design](#) | [Graphic Design](#)

India

- Engaged in **graphic and brand design** projects, utilizing Adobe **Illustrator** to create visually captivating short ad films, graphic compositions, and storyboards, resulting in high customer satisfaction and engagement.
- Utilized Google Analytics for quantification, revealing a **20-35% increase** in user engagement and retention across products.

EDUCATION

CALIFORNIA STATE UNIVERSITY - EAST BAY

Master's Program: Interaction Design; GPA : 3.7/4.00

AUG 2020 – MAY 2022

Hayward, CA

UNITEDWORLD INSTITUTE OF DESIGN

Bachelor's Program: Visual Communication

JUNE 2016 – JUNE 2020

India