Aakarsha Sharma

Senior Product Designer

Hamburg, Germany · Unlimited work permit
aakarshasharma24@gmail.com
Portfolio · LinkedIn · Behance

SUMMARY

Senior Product Designer with 11+ years of experience designing AI-enabled B2B and SaaS products that turn complex systems into clear, human-centered experiences, from 0-to-1 concepts to mature design systems. Built the AI-powered Lebenslauf Resume Builder at XING, driving a 58% increase in sign-ups and 1M+ downloads. Experienced in interaction design, rapid prototyping and collaboration with engineering and product stakeholders in Agile teams.

EXPERIENCE

UI/UX Designer · MOIA, Hamburg, Germany — 04/2026 – Present

Volkswagen Group company building autonomous, shared urban mobility services.

- Own UI/UX design for the Fleet Handling back-office tools used by operations teams to manage the full vehicle life cycle and vehicle availability, working in an Agile team with product and engineering stakeholders.
- Initiated and designed end-to-end user flows, wireframes and interaction design for a comprehensive all-vehicles table, a data-dense interface that serves as the single source of truth for fleet status and availability.
- Conceived and drove the 0-to-1 concept for a vehicle state machine, defining a new model of vehicle states and operability that makes fleet readiness clear and consistent across teams.
- Redesigned the vehicle overview page around the data users need for daily decisions, simplifying the information architecture and bringing in information from adjacent teams.
- Structured Figma work around design tokens and local components aligned with the design system, keeping back-office interfaces consistent and speeding up design-to-development handoff.

Senior Product Designer · The Creative Club (fabfab GmbH), Hamburg, Germany — 09/2025 – 01/2026

E-commerce group for fabrics and sewing supplies, home of Stoffe.de.

- Sole Product Designer owning end-to-end UX/UI across responsive web and mobile products, operating with high autonomy in a product-led environment.
- Built and governed a scalable design system and pattern library, improving consistency, accessibility, and design-to-development efficiency across teams.
- Led user research and usability testing to simplify complex self-service flows, driving continuous improvements in product quality and user experience.

Senior Product Designer · XING (NEW WORK SE), Hamburg, Germany — 11/2022 – 02/2025

Leading professional network in the German-speaking market.

- Developed 0-to-1 acquisition products to improve user onboarding, retention, and conversion across core platforms.
- Designed the end-to-end process of Lebenslauf #1 Resume Builder (DACH region), including the company's first AI-powered feature launch, resulting in a 58% increase in sign-ups and +1M downloads.
- Created a fully AI-powered, end-to-end Anschreiben.com #1 Cover-Letter Builder, achieving +30k cover letter downloads within 6 months.
- Built a user-friendly, high-impact registration flow, refined through A/B testing, reducing multi-step drop-offs and increasing successful user registrations by 36%.

UI/UX Designer · Yoyaba GmbH, Hamburg, Germany 06/2022 – 10/2022

B2B growth marketing agency.

- Designed and iteratively improved websites for 6+ high-profile clients, delivering scalable, production-ready UX in Figma.
- Built and evolved a design system and led user and market research with 50+ participants, informing data-driven design decisions and competitive positioning.

Design Lead · Noise, Gurgaon, India 09/2019 – 04/2022

Indian consumer tech brand for smartwatches and audio.

- Led the assortment and digital experience of 50+ product UX strategies and product enhancements.
- Established design strategies and contributed to the design system, reducing the design and development time of key product page elements by 70%.
- Curated a targeted selection of 50+ audio and wearable products based on user feedback, improving customer satisfaction scores by over 170%.

Lead Designer · Collegesearch, Gurgaon, India 07/2016 – 07/2019

College discovery and admissions platform in India.

- Promoted from Senior UI/UX Designer to Lead Designer, owning UX strategy and design execution across mobile and web products.
- Led onboarding and engagement initiatives, driving 20k users/month acquisition and a 38% increase in daily active users through data-driven UX improvements.
- Redesigned homepage and core user flows and evolved the design system, resulting in 30+ new clients and a 54% increase in weekly user visits.

Graphic Designer · DecorPac, Gurgaon, India 06/2015 – 06/2016

- Delivered brand-consistent design solutions for 15+ international brands, improving print quality and production workflows and supporting the launch of 50+ global marketing campaigns.

EDUCATION

Bachelor of Design · National Institute of Fashion Technology, India 2015

SKILLS

Design & Strategy: Product Design, UX Strategy, Interaction Design, Wireframing, Prototyping, Design Systems, Responsive and Mobile Design, Accessibility (WCAG), Product Thinking

AI & Research: AI-Powered UX, AI Feature Design, User Research, Usability Testing, A/B Testing, Conversion Optimization

Collaboration: Stakeholder Management, Cross-Functional Collaboration, Agile

Tools: Figma, Framer, Adobe CC, Photoshop, Illustrator, Adobe XD, Miro, Jira, Asana, Midjourney, Leonardo AI, Kling, ElevenLabs

Languages: English (fluent), Hindi (native), German (A1)

AWARDS AND CERTIFICATES

1st Prize Innovation Hackathon, XING 2025 · Designer of the Year, Noise 2021 ·
Best Team Award, Collegesearch 2017–19 · Advanced Figma Certification · UX Strategy Course