

# Shaurya Mishra

Berlin based Senior Product Designer 🇩🇪



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## EXPERIENCE

### Senior Product Designer

WeFox (SaaS) - B2B & B2C

Dec 2023 - Current, Berlin

- Designed financial solutions for insurance and payment services based on user-specific geolocation and demographic data, streamlining user experiences for a diverse audience.
- Led design projects on various platforms mobile, web apps & websites to create user-friendly interfaces that enhanced digital adoption and customer satisfaction.
- Implemented a company-wide design system to ensure consistency and elevate quality standards across digital products.
- Mentored junior designers, instilling best practices for user-centered design and innovation.
- Led strategic initiatives and innovations, improving feature usability and customer engagement.

### Senior Product Designer

Live EO GmbH (SaaS) - B2B Geo-spatial, Asset Management

Sept 2022 - Mar 2023, Berlin

- Owned end to end design on B2B web & mobile Apps team across cross-functional teams to yield well-rounded UX for clients managing large-scale assets through real-time satellite data.
- Facilitated user-centered design workshops with cross-functional teams, aligning product vision with market demands.
- Conducted field research with 20+ participants to validate design decisions and refine user experiences.

### Senior Product Designer(IC)

Dizzbo GmbH (SaaS) - B2B Trucking Start-up

Jan 2022 - June 2022, Berlin

- Partnered with the CTO to lead ideation, user research, and validation phases, focusing on optimizing logistics management tools.
- Collaborated with marketing teams to incorporate data visualizations that communicate value propositions to stakeholders.
- Initiated design sprints in a collaborative & fast-paced environment from ideation to delivering
- Creating awareness of design thinking in the team while simultaneously improving the design process across the team.

### Lead UX Designer <- Senior UX Designer

Accenture (Project: GSK)

Dec 2018 - Feb 2021, Mumbai

- Led the design of web and mobile applications for enterprise clients, focusing on digital transformation initiatives.
- Acted as a bridge between clients and design teams, managing end-to-end delivery of UX solutions and aligning with business goals.
- Conducted workshops and implemented A/B testing to enhance product features and improve user satisfaction.
- Facilitated cross-functional collaboration to execute key digital initiatives in the EU markets, enhancing web and mobile app usability.

### UI /UX Designer

Saint Gobain

Jan 2016 - Mar 2018, Mumbai

- Designed and optimized web interfaces and interactive elements for enterprise solutions, improving the overall digital experience.

### Design & Video Production Lead

Tata Consultancy Services (TCS)

Sep 2012 - Dec 2015, Mumbai

- Led a team responsible for visual storytelling projects and video production, leveraging skills in motion design and content creation.
- Collaborated with marketing teams to produce visual assets, including video content, for internal and external campaigns.

## EDUCATION

### Bachelors In Multimedia

Apeejay Institute of Design  
(affiliated Guru Nanak Dev University - recognized by Anabin)

2006 - 2010, New Delhi

## ACCOMPLISHMENTS

### Leading In The New Award

Accenture

### Innovation Gold Data Driven Marketing

GSK (Glaxo-Smith Kline)

## INDUSTRY KNOWLEDGE

User Experience  
User Interface  
User Research  
Interaction Design  
User Testing  
Wireframe  
Rapid Prototyping  
Motion design principles  
Growth Design  
Usability Testing  
Google Analytics

## TOOLS & TECHNOLOGY

Figma  
Sketch  
Miro  
Invision  
Zeplin  
Google Analytics/ Microsoft Power BI  
Adobe XD  
Adobe After Effects

## SOCIAL MEDIA

[linkedin.com/in/shauryam](https://www.linkedin.com/in/shauryam)  
[www.instagram.com/creative\\_dodo/](https://www.instagram.com/creative_dodo/)