

SHEKHAR VERMA

UI/UX PROFESSIONAL @INDIATODAY | DRIVING ENGAGEMENT THROUGH DESIGN

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PROFESSIONAL EXPERIENCE

IndiaToday

Sr. UI/UX Designer

Noida

Nov 2021 – Present

- Revamped Lallantop app with brand-aligned visuals, driving 20x quiz players, 30x show views and 15x podcast listeners. Boosted app rating to 4.4 stars with glowing user reviews for enhanced user experience.
- Spearheaded UI/UX design for Tak short news app, elevating app rating by 60% (3.2 to 4.3 stars).
- Crafted intuitive UI/UX for over 10 unique sports in SportsTak app, revolutionizing the content consumption journey & fueling a substantial 50% increase in Monthly Active users.
- Created UI/UX enhancements for AstroTak (Astrology Marketplace App), resulting in a 10x increase in astrologers connected, completion of 500+ online pujas, and a remarkable 31% surge in New Customer Retention Rate.
- Conceptualized engaging UI/UX for Hindi Word Games (Varg Paheli, Shabdham etc), 100K+ Downloads in short span of time.

SeniorWorld

Sr. User Interface Designer

Gurgaon

Jun 2016 – Oct 2021

- Directed the expansion of SeniorWorld during 5+ years of tenure through design & creative thinking.
- Spearheaded the launch of 5+ Easyfones (India's Most Senior-Friendly Phones), 50+ holiday destination packages for senior citizens in Silverwings, CareTouch app, & Juvo safety devices.
- Provided value to over 200K loyal customers and generated profits for the organization through customized holiday plans and user-friendly featured phones (consumer age group 60+ years).
- Collaborated on marketing material & storytelling landing screens for Easyfones Star, Shield & Armour, featured on Flipkart, contributing to a successful \$150K Pre-Launch sales.
- Crafted intuitive packaging for Easyfones, resulting in a 20x increase in offline sales.
- Designed visual appealing travel package itineraries for Silverwings (Holiday packages for Seniors) with bookings secured 6 months in advance + 70% repeated customers.

Prodigy Data Services

Sr graphic designer

Gurgaon

Oct 2015 – Jun 2016

- Led comprehensive branding strategy, forging a cohesive identity aligned with the company's vision, Instrumental in scaling the team from 3 to 40+ within just 6 months.
- Streamlined & Executed targeted email campaigns in MailChimp, achieving a remarkable 70% open rate, 20% increase in click-through rates, and a substantial 68% boost in client page views.
- Engineered impactful landing pages in Click Funnel, resulting in a 45% increase in form fill rate, a 30x surge in click rates and a notable 15% sales increase.

Data Infovision Pvt. Ltd.

Graphic Designer

Gurgaon

Oct 2014 – Sep 2015

- Directed all design aspects autonomously within a team of over 50 members, achieving a 20% increase in productivity.
- Mentored & trained 5+ designers, assigning roles based on individual strengths.
- Managed up to 10 projects simultaneously, ensuring on-time delivery & exceeding deadlines by an average of 15%.

SKILLS/ AREAS OF EXPERTISE

Research

· User Interviews · Survey · User Flows · User Personas · Usability Testing · User Testing · Competitive Analysis

Design

· Information Architecture · Wireframes · Rapid Prototyping · Mock ups · Design Systems · Style Guides

Tools

· Figma · GPT/ Copilot/ Gemini · Adobe Illustrator · Adobe Photoshop · Wordpress · Mailchimp · ClickFunnel

EDUCATION

B. Tech in Computer Science

Haryana College of Technology and Management

Kurukshetra University

2010 – 2014