

# SHIVANSH VERMA

Product Designer

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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**

B.Des | 2015-2020

**DAV Karol Bagh**

2008-2015

## EXPERTISE

Product Design

User Experience Design

Systems Thinking

Creative Problem Solving

## RECOGNITION

Full incubation awarded at AMTZ  
Medi Valley, Vishakhapatnam.

Project - Switch : Stretcher  
redesigned.

## EXPERIENCE

### Senior UX Designer



Cimpress | April 2022 - Present

- Leading the design for Merchant product tooling capabilities.
- Over two years successfully launched 15+ large and medium-scale projects. Collaborating with multiple teams, product managers, and stakeholders to deliver high-quality solutions focused on customer needs.

### Cofounder



Espruce | Aug 2020 - Feb 2022

- Created a comprehensive platform from scratch, enabling users to book salon appointments, select their favorite stylists, and review salon services.
- Achieved a user base of over 300 customers and onboarded 50+ salons across Goa and Delhi.
- Conducted numerous VC pitches, gaining invaluable experience in work, life, design, and building a startup from the ground up.
- Incubated the startup with AIC Goa Institute of Management.

### Design Executive



IFB Appliances | Feb 2019 - Dec 2021

- UX, Spacial Design, and Appliances
- Led design direction for IFB modular kitchen range
- Worked across multiple verticals, honing design sensibilities.
- Revamped and Reignited the modular kitchen design range.
- Collaborated multiple stakeholders to launch an unmanned store prototype.

### Internship



Elephant Design | May 2018 - June 2018

- Focused on building a design system to assist elderly with the evolving technology.
- Worked on various projects, including packaging design and furniture design.