

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 | 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 | 2020 - 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 | 2019 - 2021

- UX, Spatial 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 | 2018

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