

VEENA SHARMA

UX DESIGNER

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www.veenasharmadesign.com

Veenasharma



EDUCATION

UI/UX Certification

DesignBoat

2021

PG Diploma in IT Management

Symbiosis Centre for Distance Learning, Pune

2016 - 2018

Bachelor of Computer Application

MIT School of Management, Pune

2011-2014

EXPERTISE

- Critical Thinking
- Adaptiveness
- Attention to Detail
- Empathy
- Proactiveness
- Curiosity
- Storytelling

TOOLS

- Figma
- Balsamiq
- Flutterflow
- Canva (visual content)
- Generative AI tools

PROFILE

I'm a UX/UI Designer with 3 years of experience in the fintech industry, designing intuitive, user-centric digital products for both national and international clients – including major banks in India and fintech firms in the UAE. I specialize in wireframing, prototyping, and visual design, with a strong focus on usability, accessibility, and scalable design systems. I thrive in cross-functional teams, translating complex financial workflows into simple, engaging user experiences. I'm also actively exploring generative AI to enhance creative workflows and drive design efficiency.

WORK EXPERIENCE

Jocata Financial Advisory & Technology

Apr 2024 - Present

Ux Designer

- Contributed as Lead Designer within the Executive Office team to drive high-impact strategic initiatives across key fintech products, while actively contributing to ongoing product development.
- Maintain and manage the [Sumpoorn website](#), India's first MSME Economic Activity Index platform, ensuring seamless UX and accurate data presentation.
- Led design for the [MSME Saathi](#) website and report issuance journey, ensuring a seamless user experience; also contributed to marketing creatives including WhatsApp visuals and emailers.
- Collaborated with the Growth team to create international sales pitch demos, directly contributing to client acquisition.

Jocata Financial Advisory & Technology

June 2022- Mar 2024

Associate UX Designer

- Designed user-friendly fintech interfaces through research, wireframing, and prototyping.
- Collaborated with leading banks and NBFCs to optimize digital lending experiences for both web and mobile-responsive platforms.
- Worked closely with cross-functional teams to deliver accessible, consistent design solutions.

Jocata Financial Advisory & Technology

Feb 2022- May 2022

UX Designer Internship

- Assist in research, wireframing, and prototyping to design user-friendly digital lending interfaces.
- Work with designers, developers, and PMs to streamline user flows and handoffs.
- Developed visually engaging banners for global and domestic events, aligning with event themes and brand guidelines.