

Akshat Sharma

Strategize & design Experiences from screen to service

I integrate service design, storytelling, and strategic design to move from research and journey alignment to testable prototypes and shipped experiences, drawing on almost four years of learning and hands-on practice.

Experience

Experience Strategist

Merkle, a dentsu company

January 2026 - Present

- Shape research-led strategies through XEN workshops, turning discovery insights and business goals into journeys, value propositions, prototypes, roadmaps, and measurable improvements.
- Reframed Nestle Garden of Life's homepage into an ingredient-led, story-driven wellness experience narrative.
- Auditing Dollar General's web, app, and store CX to identify friction across deals, pickup, delivery, inventory, and account journeys.

Senior Product Designer

Neurowyxr | Singapore(Remote)

September 2025 - January 2026

- Led design for DBFS Stroke assessment modules, using systems thinking.
- Improved Lifestyle Recommendation sections in the DBFS Report, coordinating design refinements across product and engineering.
- Defined motion standards, built component playgrounds, and mentored interns to strengthen the design system.

Product Designer

Neurowyxr | Singapore(Remote)

July 2023 - September 2025

- Reimagined the Digital Brain Function Screen into an accessible, configurable flow, cutting future setup and build time by ~50%.
- Designed four cognitive training games using Hooked Model principles, boosting average playtime by ~40-50%.

Product Design Intern

Neurowyxr | Singapore(Remote)

March 2022- July 2023

- Supported Cognitive Training App design through wireframes, prototypes, usability testing, and UI refinements. Contributed to Attayn and PET-C across assessment flows, game design, timers, animations, and developer handoff.

Design Highlights

Plugg-out

Award-winning service design reducing "vampire power" through behavior-changing interactions and feedback loops.

toThere

A travel assistant app simplifying navigation with a seamless, intuitive interface. Focus: Interaction Design, UX Strategy and Journey Mapping.

Nestle's Garden of Life

Homepage UX audit and experience strategy for a guided, fantastical, ingredient led digital experience. Focused on audit, narrative strategy, and story ideas.

Achievements

- **Special Mention Award (Neurowyxr)** | Singapore Good Design Award 2024
- **First Prize Winner IKEA Challenge** | Student Service Design Challenge 2024
- **Best Design Award** | UMO Design, Design X Social, Global Innovation Challenge.
- **Organizer** | TEDxBVCOE (2022)
- **President** | BVP OPTICA (2022-2023)

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Skills

Experience Strategy:

User research & synthesis, competitive experience analysis, trends research, data-informed evaluation, experience vision & principles, opportunity framing, product positioning, value proposition, personas & segments, KPIs, strategic roadmapping

Service & Product Design:

Journey mapping, service blueprinting, information architecture, UX/UI, wireframes & flows, interactive prototyping, design systems, accessibility, usability testing

Facilitation & Collaboration:

Design thinking workshops, stakeholder alignment, co-creation, design critique, cross-functional handoff, mentoring

Motion Design:

UI Animation, Micro-interactions, Motion Graphics, Storyboarding, Visual Communication

Tools

| | |
|----------------|-------------------|
| Figma | Gen AI Tools |
| Adobe Suite | Rhino 3D |
| Miro / Fig-jam | Vibe coding |
| ProtoPie | HTML/CSS |
| Sketch | Python |
| Blender | JavaScript/ p5.js |

Education

Masters in Product Design

Delhi Technological University (DTU)

CGPA: 9 2023-2025

Electronics and Communication Engineering

Bharati Vidyapeeths College of Engineering, New Delhi

CGPA: 9.2 2019 - 2023

UX Design Professional Certificate

by Google on Coursera 2023

Language

English (Fluent)
Hindi (Native)
Japanese (Intermediate)