

Riddhima Sharma

UX Designer · Behavioural Design · AI / Agentic Systems

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PROFESSIONAL SUMMARY

UX Designer at Deloitte Digital (US clients) with 7 years across government, consumer, and financial services—owning design from concept to delivery on B2B enterprise platforms for distributed international users. Specialisation: UX psychology, behavioural design, and agentic systems. **Outcomes: 65–80% efficiency gains · 75% reduction in user friction · 2 production-ready AI tools.**

CORE SKILLS

Design UX Psychology & Research · Persona Analysis · Usability Studies · User Flows · Wireframing · High-Fidelity Prototyping · Information Architecture · Interaction Design · Design Systems · WCAG 2.1

Methods Behavioural Design · Cognitive Load Reduction · Systems Thinking · Qual & Quant Research · AI Prompt Engineering · Agile/Scrum · Lean UX

Tools Figma Suite (Figma Make, FigJam, Dev Mode) · Gemini · Stitch · Antigravity · Lovable · Claude · ChatGPT · Miro

Collab Engineering, DevRel & Product Leadership · Stakeholder Facilitation · Design Critiques & QA · Developer Handoff

PROFESSIONAL EXPERIENCE

UX Designer (UI/UX)

Dec 2022 – Present

Deloitte Digital | Hyderabad, India (US Clients)

- Led end-to-end agentic UX for a B2B retirement planning platform—concept to delivery via persona analysis, user flows, wireframes, and high-fidelity prototypes. Applied behavioural design & prompt engineering to reduce a 12-step enrolment to 5 steps.
→ 80% efficiency gain · Significant reduction in cognitive load across complex multi-step flows
- Designed the conversational AI experience for American Eagle Outfitters—conducting usability studies, defining interaction patterns for personalised product discovery, owning the design workflow from concept to delivery.
→ POC secured AEO as a Deloitte client
- Conducted qualitative & quantitative research, persona analysis, and end-to-end UX for a government benefits portal serving 2M+ distributed users—restructuring information architecture and navigation models (WCAG 2.1 compliance).
→ 34% improvement in task completion · 65% gain in operational efficiency
- Currently leading dual PM + UX Designer responsibilities for a V0 product build in a complex technical domain—owning strategy, user research, agent evaluations, and experience design.
- Mentored junior designers on UX research methodology, interaction patterns, and design critiques.

Illustrator, Film Xperience

Jul 2022 – Dec 2022

Deloitte Digital | Hyderabad, India (US Clients)

- Produced visual narratives for Deloitte's US enterprise client presentations, bridging illustration craft with business storytelling.

Illustrator / Visual Designer

Jul 2019 – Jul 2022

Pratilipi & Other Startups | Bengaluru, India

- 200+ illustrations for brand campaigns; 45% increase in social media engagement for Pratilipi (UGC platform). Developed brand identity systems for 2 clients.
- Illustrated a bilingual children's book — ~600 copies sold, 90% in North America.

EDUCATION

Bachelor's in Design, Communication Design · Banasthali University, India

2015–2019

CERTIFICATIONS & ADDITIONAL

[Applied Behavioural Design](#) (in progress) · [AI For Designers](#) – IxDF

Languages English (Fluent) · Hindi (Fluent)