

Pulkit Sharma

User Experience | Service Design

Portfolio: www.pulkit.co.uk

Overview

UX Generalist with just under 3 years of **hands-on design experience** following a successful career transition from operations and digital transformation. I help organisations, **from early-stage startups to established B2B firms**, solve complex problems through my **evidence-driven and human-centric approach to solution design**.

I am experienced across discovery, research, journey mapping, usability testing, end-to-end product development, and workshop facilitation. **My work has delivered measurable business outcomes** including increased revenues, improved operational efficiency, and informed strategic pivots.

PuRa Creatives

UX design and digital consultancy | Freelance UX Designer | Jan 2025 - Present

- **Led usability testing and research** for a music tech company, identifying a critical misalignment between the target users' expectations, product execution, and the company's vision; insights **reshaped the product roadmap and growth strategy**.
- **Redesigned** a metal recycler's website **based on user needs**, increasing commercial **engagement intent from 33% to 60%** (validated via user testing).

B13.Ai

Software design | UX-BA Consultant | July 2022 - Aug 2024

- **Led product discovery workshops for 11 + cross sector clients** (from fintech to mental health) defining the product vision based on UX pain points, and aligning design with business goals and technical frameworks
- **Designed B2B financing application** platform through **close collaboration with developers and stakeholders to align UX** with technical feasibility (**complex 3rd party integrations**) and business requirements (tight deadline, limited budget), **delivering 100% revenue increase**.
- **Established UX as a revenue stream** by developing and implementing prototyping as a billable service offering, **generating £12-£15k during employment**.
- **Coached off-shore designers** on usability and accessibility best practices through one-to-one sessions and presentations, **establishing consistent usability and accessibility standards across projects**.

Hippo Digital

Public sector design consultancy | Junior UX Consultant | Jan 2022 - June 2022

- Completed Hippo Academy interaction design programme through **intensive GDS methodology and agile UX training**, developing proficiency in government digital standards.
- Led pre-launch testing for corporate website **using exploratory testing**, ensuring website met **usability and WCAG accessibility standards** for go-live.

Freshlook Solutions

Scrap metal recycling | Operations Manager | Aug 2018 - June 2022

- **Delivered £25,000 cost saving by applying UX wireframing and prototyping techniques to factory layout design**, optimising production line efficiency and reducing operational waste.
- **Designed and implemented digital attendance system** by digitising paper-based processes and automating data validation, **reducing weekly admin time from 8+ hours to 2 hours**.
- **Led team of eight factory workers** via systematic operations improvements and team coordination, **boosting daily scrap metal output from 8 tonnes to 11-14 tonnes**.

School of Code

Bootcamp | Trainee Developer | Jan 2021 - April 2021

- Secured place on competitive bootcamp through rigorous **selection from 1000+ applicants**.
- **Gained practical exposure to full-stack development** through hands-on HTML, CSS, and JavaScript training.
- **Served as Product Manager and UX Designer for capstone project**, leading team strategy, user experience design, and delivering a successful demo day

Babcock International

Defence support services | Strategy Analyst | Sept 2016 - July 2018

- **Produced executive newsletter** by researching and synthesising industry intelligence, **keeping board and senior management informed of market trends**.
- **Delivered internal R&D research** project identifying multiple duplicate projects operating in silos, **contributing to the creation of a central R&D strategy**
- **Managed SuccessFactors rollout communications** via targeted training content creation and stakeholder engagement, **supporting seamless technology transition for over 10,000 users at go-live**.

Skills

Design: user interviews; user journey mapping; synthesis and analysis (persona, affinity mapping); service blueprinting; user flows; content design; prototyping (wireframing, figma, and/or no-code tools); usability and accessibility (WCAG) audits

Business analysis: requirements gathering; functional documentation, agile development

Soft skills: Communications; stakeholder management; operations management; collaboration; continuous improvement

Coming soon/in progress: analytics for UX, visual design, Gen AI for UX, sales and business development

Other information

Education: International Business and Economics, Aston University (Sept 2011 - July 2015)

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