

Experience

JS

Independent Product & Brand Design Consultant

Sep 2020 – Present – 5 yrs 6 mos

Designed product interfaces, responsive websites, and design systems for early-stage businesses, turning business requirements into clear user flows and scalable visual systems. Worked across UX, UI, and implementation in Figma, balancing speed of execution with consistency and maintainability.

Digital Paani

Senior Designer @ DigitalPaani

Aug 2023 – Oct 2025 | 2 yr 3 mos

Designed B2B SaaS experiences for complex water and wastewater operations, turning dense operational workflows into clearer dashboards, task flows, and reusable interaction patterns. Contributed to a modular MUI-based design system to maintain consistency across the product, while collaborating closely with the founder, PM, and engineers from design through implementation. Also contributed to the product’s marketing website and broader digital touchpoints, keeping the product and brand experience visually aligned.

think little big

Web User Interface Designer @ Think Little Big Design

Jul 2022 – Feb 2023 | 8 mos

Designed responsive web experiences and worked closely with developers to translate designs into consistent, production-ready interfaces.

JS

Freelance Graphic Designer

Jun 2017 – Sep 2020 | 3 yrs 4 mos

Delivered branding systems and packaging for early-stage businesses, building the visual foundation that later evolved into my product design practice.

Habitat for Humanity India

Associate – MIS – PMO @ Habitat for Humanity India

Apr 2016 - Mar 2017 – 1 yr

Sheel V. Bhanushali & Co.

Senior Manager @ Sheel V. Bhanushali & Co.

May 2013 - Aug 2015 – 2 yrs 4 mos



Skills

- Product Design

Visual Design

Interaction Design

Wireframing

Information Architecture

UX Design

Responsive Design

Prototyping

Design Systems

Typography

HTML/CSS

Tools

- Figma

Illustrator

Jira

AI-assisted design & prototyping

Interests

- Technology

Gaming

Music

Fitness

Coding

Travel

Education

- MBA @ ITM

Class of 2018 | Production & Operations

M.Com @ Tolani College

Class of 2014 | Accounting & Finance

Professional Snapshot

Product Design

Last 4+ years across B2B SaaS, complex workflows, and scalable UI systems

Design Foundation

Overall 8+ years across product, visual, and brand design



Product Designer | B2B SaaS | Complex Workflows |
Design Systems

Hi,

I'm Deepak Sharma, a Product Designer with 4+ years of focused Product Design experience (overall 8+ years in design), primarily working on B2B SaaS products.

At DigitalPaani, I designed experiences for complex operational workflows, including dashboards, multi-step processes, internal tools, and reusable UI systems. I worked closely with founders, product managers, and engineers to turn complex requirements into clearer, scalable product experiences.

My strength is simplifying complex systems without hiding the complexity users actually need. I focus on understanding the problem behind a workflow, creating clear interaction patterns, and carrying the design through to implementation.

I'm now looking for a product-driven team where I can take greater ownership of product decisions while continuing to bring strong UI craft and systems thinking to the work.

Portfolio: <https://thesharmaji.in>

Selected B2B SaaS work: <https://2ly.link/27JpU>

Luma App Design (B2C): <https://www.figma.com/design/AoPfoyjqVEyjkW9VbUC6J/Luma---App-Design?node-id=1-1373&t=hZH0oyyO1OHNfv5q-1>

LinkedIn: <https://www.linkedin.com/in/deepak-sharmaji/>

I'd be glad to discuss how I can contribute to your team.

Regards