

USHA SHAM

UX / PRODUCT DESIGN LEADER

usha.pkbhat@gmail.com | [LinkedIn](#) | [Portfolio](#) | +91 9886563233

Driving clarity, scale, and impact across complex systems. Skilled in unifying product experiences with empathy, leading design strategy, and creating solutions that balance user needs with business goals.

LEADERSHIP

with 13+ years of expertise in Enterprise Product UX Strategy. Proven track record of evolving complex systems, mentoring multidisciplinary teams, and driving measurable ROI.

SKILLS

- UX Strategy
- Design Systems
- Stakeholder alignment
- Complex Data Visualization
- Agentic AI Design Strategy
- Usability Testing
- User Research
- WCAG/Accessibility
- Heuristic Evaluation
- AI-Driven Workflows
- Mentorship/Coaching

EXPERIENCE

LEAD UX DESIGNER • IBM Oct 2024 – Dec 2025
Leading end-to-end UX strategy for a high-stakes Asset Management platform. Directing "Agentic AI" explorations that improved usefulness metrics by 35%. Reduced post-development rework by 25% by formalizing pre-alignment and usability testing structures.

SR LEAD UX DESIGNER • KYNDRYL (EX-IBM) Mar 2021 – Oct 2024
Co-led the evolution of the Shidoka Design System, enforcing atomic patterns across 10+ products (directly applicable to Epsilon CORE UI). Transformed raw DevOps metrics into intuitive dashboards, driving a 40% reduction in development time. Evangelized UX value, leading to a 50% increase in incoming projects.

SR UX DESIGNER • EPSILON Nov 2019 – Mar 2021
Executed multi-platform UX design for major clients (e.g., US Bank), achieving a 25% increase in task completion rates. Led UX for B2B/B2C loyalty and supply chain initiatives, delivering responsive web/mobile solutions that balanced business goals with user needs.

FOUNDER & UX DESIGNER • EYEBRICKS DESIGN STUDIO Apr 2015 – Nov 2019
Served as dedicated consultant for Syncron (Eazystock) for 3+ years. Delivered comprehensive UX consulting and validated MVPs for startups, leading to revenue increases of up to 40%.

UI DESIGNER • POINTCROSS LIFESCIENCES PVT LTD Feb 2011 – Apr 2015
Played a pivotal role in enhancing user engagement through innovative UI design for Life Sciences and Oil & Gas sectors (clients like FDA & Shell). Leveraged HTML and CSS skills to create responsive web designs and developed an employee FAQ portal to streamline internal operations.

EDUCATION

**PG DIPLOMA IN COUNSELLING AND
PSYCHOTHERAPY • BANJARA ACADEMY**

Focused on psychology and empathy-driven life coach.

2019

BACHELOR'S IN FINE ART (APPLIED ART) • KSOU,

mysore

Specializing in Applied Art & Visual Communication.

2012

CERTIFICATIONS - HFI

Customer Experience Analyst (CXA)

2023

Service Design Thinking

2023

Certified Usability Analyst (CUA)

2021