

USHA SHAM

UX / PRODUCT DESIGN LEADER

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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 Synchron (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 2019
Focused on psychology and empathy-driven life coach.

BACHELOR'S IN FINE ART (APPLIED ART) • KSOU, MYSORE 2012
Specializing in Applied Art & Visual Communication.

CERTIFICATIONS - HFI

Customer Experience Analyst (CXA) 2023
Service Design Thinking 2023
Certified Usability Analyst (CUA) 2021