

ROBIN SHARMA

UX DESIGNER

CONTACT

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EDUCATION

NORTHEASTERN UNIVERSITY, MA | DEC 2020

M.S in Information Systems, UX

Relevant Courses: UX Design & Testing, Web design and UX Engineering, Advance User Experience

SKILLS

DESIGN

Generative AI, User-Centered Design, Systems Design, User Research, Complex Workflows, Interaction Design, Visual Design, Prototyping, Usability Testing

SOFTWARE

Adobe Creative Suite, Figma, Claude, Cursor, ChatGPT, Miro, CAD, MATLAB, Simulink 3D, Ustesting

WEB TECHNOLOGIES

HTML, CSS, Python

MENTORSHIP

BRANDEIS UNIVERSITY, MA | MAR 2023 - DEC 2026

UX Industry Mentor

SUMMARY

UX designer with **6 years of experience turning complex AI/ML, developer, and financial workflows** into intuitive product experiences. Leads projects from research and problem definition through, prototyping, usability testing, and implementation. Applies systems thinking and partners closely with product and engineering to make complex technology clear and usable.

EXPERIENCE

MATHWORKS, MA

MAR 2023 - MAR 2026

UX DESIGNER 2

- Conducted research on **CLI-based Python integration workflows** and **designed a GUI** to simplify environment configuration for **users building AI/ML workflows** in MATLAB
- Built **interactive prototypes with Claude and Figma Make** to communicate design concepts and explore technical constraints
- Led **UX design for CI/CD and MATLAB deployment workflows**, enabling developers to configure builds, automate testing and generate deployment applications
- Designed **GenAI-powered guidance within MATLAB**, helping users discover their next steps when using complex workflows
- Designed MATLAB Server admin interfaces, simplifying navigation and workflows for managing roles, permissions, privacy, and access

DIGITAL FEDERAL CREDIT UNION, MA

APR 2021 - MAR 2023

EXPERIENCE DESIGN SPECIALIST

- Led **research and responsive design for consumer financial experiences** across loans, credit cards, and digital banking, shaping information architecture, navigation, and interactions around member needs
- Redesigned the Financial Education Center's information architecture through card sorting, cross-functional workshops with senior leadership, and user testing
- Partnered with senior leadership, marketing and engineering to research and **design a Support Center aimed at reducing the call volume**. Post-launch intercept **survey showed a 4.3/5 member satisfaction score**

NORTHEASTERN UNIVERSITY, MA

JAN - APR 2020

TEACHING ASSISTANT (UX DESIGN)

- Conducted lectures & lab sessions for students to teach various design methodologies and tools
- Graded students' projects and resolved technical issues during TA hours

B2W SOFTWARE, NEW HAMPSHIRE

MAY - DEC 2019

UX DESIGN INTERN

- Conducted **user research and workflow analysis for enterprise construction software**, identifying pain points and gaps across multiple products
- Synthesized findings into user flows and crafted high-fidelity designs in partnership with product and engineering teams