

KARTHIK SHERKAR M S

UI/UX Designer

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Professional Summary

Results-driven UI/UX Designer with 2+ years of experience designing intuitive, performance-driven digital experiences across web, mobile, and POS platforms. Proven ability to translate complex user research and business requirements into seamless, brand-consistent interfaces. Proficient in Figma, Adobe XD, and the complete UX design lifecycle, from wireframing and prototyping to usability testing and final delivery.

Professional Experience

UI/UX Designer

Wonderla Holidays Ltd

04/2024 – 03/2026 | Bengaluru, India

- Designed end-to-end user experiences for Wonderla’s web, mobile, and POS platforms by creating user flows, journey maps, wireframes, interactive prototypes, and high-fidelity UI designs focused on usability, accessibility, responsive design, and conversion optimization.
- Conducted UX research, usability testing, heuristic evaluations, competitor analysis, and user behavior analysis to identify pain points and deliver data-driven design solutions that improved user engagement, task completion rates, and customer satisfaction.
- Collaborated with product managers, developers, QA, and stakeholders to deliver scalable, pixel-perfect responsive interfaces, leveraging Figma, Adobe XD, GA4, Strapi CMS, heatmaps, and A/B testing to optimize customer journeys, digital content, accessibility, and omnichannel experiences.
- Revamped the website UI for Black Friday 2025, contributing to revenue growth from ₹3.11 Cr in 2024 to ₹7.99 Cr in 2025 - a 157% YoY increase - while footfall increased from 32.5K to 83.5K.
- Designed the UI/UX for the Summer Mindblowing Offer campaign, contributing to ₹2.34 Cr in revenue with 24.5K footfall.
- Pitched and designed the initial UI for a new CallDesk booking system, contributing to approximately ₹58L in revenue with 4.3K footfall per quarter.
- Pitched and designed the initial UI for a new offline POS booking system, contributing to approximately ₹2.40 Cr in revenue with 16.56K footfall per quarter.

UI/UX Designer Intern

Skitre.ai

08/2023 – 04/2024 | Bengaluru, India

- Conducted UX research through user behavior analysis, persona creation, journey mapping, usability testing, and heuristic evaluations to identify user pain points and drive data-informed design decisions that enhanced overall user experience.
- Designed responsive wireframes, interactive prototypes, high-fidelity UI screens, and scalable design components in Figma, ensuring consistency with brand guidelines, accessibility standards, and modern UI/UX best practices.
- Collaborated closely with product managers, developers, stakeholders, and cross-functional teams to translate business requirements and user needs into intuitive, user-centered design solutions with seamless developer handoff and implementation support.
- Thrived in a fast-paced startup environment by rapidly iterating on designs based on stakeholder feedback, user insights, and agile workflows while improving interaction design, visual hierarchy, information architecture, and overall product usability.

Skills

Design Tools

Figma, Adobe XD, Framer, FigJam, Adobe Photoshop, Adobe Premiere Pro, Adobe After Effects

Design Skills

UI Design, Mobile Design, Web Design, User Experience (UX), Interaction Design, Design Systems, Wireframing, Mockups, Prototyping, Sketching, Graphic Design

UX Research

User Research, User Personas, Empathy Mapping, Journey Mapping, Usability Testing, Information Architecture

Technical Skills

Responsive Design, HTML, CSS, JavaScript (Basic), Strapi CMS, Developer Handoff

Soft Skills

Cross-functional Collaboration, Presentation, Design Thinking, Product Thinking, Iterative Problem Solving

Education

Master of Computer Applications

CMR Institute of Technology

02/2022 – 08/2023 | Bengaluru, India

CGPA: 8.39

Certifications

Google UX Design Certificate

15-module UX Design curriculum covering UX research, user-centered design, inclusive design, information architecture, user flows, wireframing, usability testing, low/high-fidelity prototyping, Figma, Adobe XD, and 2 end-to-end UX case studies.

Languages

- English
- Kannada
- Hindi
- Marathi