Monica Sharma

Bay Area, CA| AI/ML | B2B, B2C & Platform Products

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LinkedIn Profile

SUMMARY

Product Designer who turns complex enterprise challenges into measurable outcomes. 7+ years delivering **AI products, fintech platforms, and SaaS** tools. Drove **$1.8M** cost savings, **192%** revenue growth, and **83%** user trust (3x industry standard). Transformed experiences for **13M+** users across Equinix, Fiserv, and Cognizant.

EXPERIENCE

Equinix / Product Designer
MAY 2020 - DEC 2024 / Redwood City, CA

Launched Equinix Intelligence, a **generative AI infrastructure assistant** that reduced routine support tickets by **23% ($1.8M annual savings)** and achieved **83%** user trust - nearly 3x the industry standard for AI chatbots.

Uncovered critical trust barriers through research with network engineers and IT managers, then designed transparency features (source attribution, confidence indicators, human escalation) that became core product differentiators.

Shipped Solution Builder platform that accelerated quote generation by **22%**, enabling customers to visualize network architectures and receive instant pricing for complex infrastructure deals.

Drove **192.4%** revenue growth and **117.2%** adoption increase for Equinix Fabric through strategic UX redesign, directly contributing to the product's year-over-year business acceleration.

Transformed cross-functional alignment by integrating usability insights into roadmap planning with PMs, engineers, and researchers, ensuring design decisions tied directly to business outcomes.

SKILLS

Formative
User Interviews, Competitive Analysis, Surveys, Contextual Inquiry, Guerrilla research methods

Generative
Storyboarding, Prototyping, Affinity Mapping, Personas, Wireframes, Journey maps, User flows, Sketching, Design and Human centered thinking, Visual design, Interaction design, Information Architecture, UI styles, Motion design, strategic product thinking

Summative
Heuristic Evaluation, Usability Testing, Cognitive Walkthrough, A/B Testing

Tools
Figma, Photoshop, Illustrator, Invision, Sketch, Adobe XD, Axure, After Effects, Marvel, Framer, Invision, Agile methodologies, Fullstory, Amplitude

Fiserv / Design Intern
JUNE 2019 - AUG 2019 / Sunnyvale, CA

Increased sales team efficiency by **19%** by designing a reporting and analytics dashboard that streamlined Fiserv's digital reporting workflows, then built responsive demo sites (**web, mobile, tablet**) using **HTML, CSS & JavaScript** to accelerate stakeholder buy-in.

Delivered production-ready design assets (wireframes, specifications, high-fidelity prototypes) that enabled seamless engineering handoff and reduced implementation questions and design debt.

Aligned cross-functional teams (PMs, researchers, content writers, engineers, system architects) on user-centered solutions, ensuring technical feasibility and business goals converged in final designs.

Cognizant / UX Designer
JUNE 2015 - SEP 2017 / Glasgow, UK

Led UX strategy for digital banking platforms serving **13M+** users across Lloyds and Clydesdale Bank, delivering measurable improvements in retention, support efficiency, and user engagement.

Redesigned complex financial workflows and information architecture that increased user retention by **16%** and slashed support overhead by **52%**, directly reducing operational costs for major banking clients.

Drove **38%** reduction in bounce rates for Lloyds online banking through targeted usability studies, heuristic evaluations, and user research that identified and resolved critical friction points.

Built scalable design system that standardized UI components across multiple banking applications, accelerating design-to-development cycles and ensuring brand consistency at enterprise scale.