






ANJALI SHARMA

PRODUCT DESIGNER

CONTACT

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TOOLS

Design

Figma
Design Systems
Adobe Creative Suite
Wire-framing/Mockups
UI/UX Design
Print Design
Typography
Web Design (HTML/CSS)

Workflow

Agile
JIRA
Mural
User Testing
Confluence
Microsoft Office
LUMA Methods

EDUCATION

Full Stack Web Dev

Certificate, 2019-2020
UC Berkeley Extension

User Experience Design

Certificate, 2014-2015
General Assembly SF

Art Direction

Certificate, 2012-2013
Miami Ad School SF

Advertising - Creative

Bachelor's, 2007-2012
San Jose State University

MINIMA

DESIGN CONSULTANT

NOV 2025 - PRESENT

Developed a comprehensive visual identity system, enabling consistent branding across 100% of digital and marketing touchpoints and establishing a scalable foundation for future campaigns.

Manage and optimize Shopify website, improving content consistency and reducing update turnaround time by ~30% through streamlined workflows.

Concept and create social media assets that support brand storytelling, promote campaigns, and strengthen audience engagement across platforms.

KROGER

PRODUCT DESIGNER, MERCHANDISING

JULY 2022 - PRESENT

Built and scaled a Figma component library used by 50+ designers, reducing redundant design work and improving design efficiency by ~25-40%.

Leverage AI-powered tools such as Claude and Microsoft Copilot to accelerate ideation and quickly develop low- and high-fidelity prototypes, reducing concept turnaround time and increasing design iteration speed.

Led user research and usability testing for internal applications, identifying key friction points and driving design system improvements that enhanced task completion efficiency

WALMART E-COMMERCE

LEAD VISUAL DESIGNER

JUNE 2021 - JUNE 2022

Lead a team of 10 remote designers, overseeing the creation and delivery of design assets for more than 100 projects monthly. Assets support product launches and ongoing maintenance across Walmart.com, collaborating with major brands like Apple, Netflix, Xbox, Samsung, Disney, and other regional partners.

VISUAL DESIGNER

OCT 2016 - JUNE 2021

Coordinated with 15+ cross-functional stakeholders per project, accelerating campaign launches and ensuring alignment across marketing, product, and leadership teams.

PRODUCTION ARTIST

AUG 2015 - OCT 2016

Standardized asset naming conventions and optimized file management for hundreds of assets, reducing retrieval time and improving CMS efficiency.

Streamlined asset production workflows, supporting the delivery of 100+ site and email campaigns monthly with improved speed and accuracy.

MISTOBOX

GRAPHIC DESIGNER / FRONT-END WEB DEV

NOV 2014 - AUG 2015

Owned end-to-end design for digital campaigns, producing email and social assets that supported customer acquisition and revenue growth

Designed and implemented front-end experiences for new clients and product lines, contributing to increased client onboarding and product visibility.

Created and managed print materials such as product labels and package inserts for daily subscription orders, enhancing customer experience and reinforcing brand storytelling at scale.