Dhruv Sharma

User Experience Specialist with 6 years of experience in solving complex problems using Design Thinking. Mostly found evaluating or designing products and enabling teams to set-up a mature design practice.

An expert in using Human Centred Design (HCD), Persuasion Engineering & User Research to design products & services. Trained various professionals on HCD and User Research, in India, Asia Pacific & Africa for 2 years, as a part of HFI's Certified Usability Analyst (CUA) course.

Skills I know the best

- Human Centered Design
- Usability Testing
- Design Practice Set-up
- UX Project Management
- UX Trainings
- Ethnographic Research
- User Research
- Customer Journey Mapping
- Persuasion Engineering

My work experience timeline

Jan 2014	Sep 2014	Aug 2014	Jan 2016	Sep 2019
Software Engineer	User Experience Designer	Senior Manager - Design	User Experience Lead	Consultant - Strategic Design
Accenture	Times Internet Ltd	Voodoo Technologies	Human Factors International	Boston Consulting Group

My certifications & degree

Certified User Experience Analyst (CXA), 2017
Human Factors International, India

Certified Usability Analyst (CUA),2016
Human Factors International, India

Bachelor of Technology, 2013
Manav Rachna International University, India

My favourite work to talk about

UX STRATEGY, RESEARCH & DESIGN
Re-imagining the digital experience of a leading DTH service provider

UX PRACTICE SET-UP, RESEARCH & DESIGN
Enabling a leading Indian bank for their digital transformation journey

LEAN UX DESIGN, UX TRAININGS
Building digital customer journeys for Standard Bank of South Africa

My latest role at Boston Consulting Group

I am currently working as a Strategic Design Consultant as a part of the Digital BCG team. I work as a part of the core consulting team with the clients to guide the areas of design intervention. My key role is to enable clients for their digital transformation and some of the activities include;

- re-imagine end-to-end customer journeys in alignment with the digital strategy
- design UX strategy roadmap, design systems & solutions for existing & upcoming products,
- lead various types of user research as a part of the design process,
- set-up & enable client teams to deliver and scale mature design practice,
- provide training & workshops on HCD, User Research, Persuasion Engineering & Usability Testing

reach out to me

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