Anjali Sharma

Associate Product Designer

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EXPERIENCE

LeapHealth / Associate Product Designer

Sept 2023 - Present

- As the founding designer, built a healthcare CRM from 0 to 1 across 4 modules (AI appointment automation, patient management, omnichannel outreach via WhatsApp, SMS and email, and smart analytics), now used by 30+ hospitals.
- Designed Reflex, a WhatsApp-first patient feedback platform with 3 dashboards and an automated ticket system, converting negative feedback into categorised tickets with structured resolution workflow, capturing root cause, corrective action, and outcome before closure.
- Designed Loyalty, a rewards platform with points engine, WhatsApp wallet, enabling hospitals to drive repeat visits and grow patient lifetime value without a separate app.
- Built and maintained a Figma design system of 40+ components (200+ variants) from scratch, shared across a CRM, a hospital information system, IVF and maternity apps. Owned all visual design: motion, 3D, branding and marketing collateral.
- Led UX for a maternity app serving 108K+ users, shipping Academy Courses (35.8% new-user reach), Mom & Baby (vaccination passport, growth tracker, mood journal) and Loyalty updates. Grew the Play Store rating from 2.2 to 4.1 and achieved 26% user growth in 4 months.
- Designed the booking experience, driving ₹1.2M (~$14K) monthly revenue and 12.9K+ bookings/month with a 57% booking success rate, a 22.92% iOS conversion rate (vs a 16.3% medical average) and 26.44% new-user-to-patient conversion.

Oracle Cerner / System Engineer

Jul 2021 - Dec 2022

- Led high-stakes projects & deployments for hospitals across the Southwest & Midwest USA, ensuring seamless production rollouts.
- Built & managed new production domains, resolving client tickets efficiently and ensuring system stability.
- Collaborated on frontend applications, optimising performance and ensuring smooth user experiences.

EDUCATION

REVA University / B.Tech in CSE

Aug 2017 - June 2021

Secured **8.49 CGPA**

Kendriya Vidyalaya / 12th Grade

Apr 2016 - May 2017

Secured **84.5%** in Mathematics and Computer Science

SKILLS

Design: UX Design, Visual Design, User Flows, Wireframes and Mockups, Prototypes, Design Systems, User Research, Product Testing, A/B Testing, Motion Design, 3D Design, Branding, Graphics, Presentations

Tools: Figma, Miro, Fig Jam, After Effects, Photoshop, Illustrator, Blender, Framer, LottieFiles, Protopie

Technical: Python, C++, JavaScript, HTML/CSS, SQL, Jira

ACHIEVEMENTS

Winner Designathon: Won India's biggest in-person 24-hour no-sleep designathon by Lollypop Design Studio, with a ₹2,00,000 prize.