

AJAY SHARMA

Product Manager • ex-UX Designer • Builder of FigSchema

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SUMMARY

Product manager with 9+ years across design and product, 6+ of them building digital products for enterprise SaaS, consumer apps, healthcare, hospitality, and IoT. At my current company I drive discovery and requirements for InfoQuest, an enterprise retail execution platform deployed across 1,000–3,000 store locations per CPG client. Independently found, built, launched, and monetized my own product – FigSchema, a FigJam plugin with 137+ users, 8 releases, and a 3-tier pricing model, at zero marketing spend. I own problems end-to-end, from first discovery conversation to a product real users depend on.

WORK EXPERIENCE

Creator – FigSchema (live product, solo) • figschema.com

Launched September 2026

- Found the problem watching architects fail to draw ER diagrams in FigJam after our draw.io→Figma migration; existing widgets locked data types and couldn't draw column-level relationships
- Solved the core design problem – column-level sticky relationships on a platform whose connectors only attach shape-to-shape; scoped v1 to the smallest useful set and shipped deliberately rough, then iterated in public
- 137+ users in 6 weeks, zero marketing (100% Figma Community organic); 8 releases in the first month, including recovery from a real-world 100–page-file crash (v4.0) and SQL/DBML export for 4 dialects (v8.0)
- Designed 3-tier pricing (free Core, \$29 Pro, \$69 Studio + desktop app): canvas never gated, monetization on post-diagram workflow, founding-price licenses

Senior UI/UX Designer → Product (Discovery & Requirements) – RDSolutions, India

Nov 2023 – Present

Product: InfoQuest – enterprise retail execution platform used by CPG brands, with deployments spanning 1,000–3,000 store locations per client; partnering with Product Owners, Business Analysts, Architects, and Engineering from discovery through delivery.

- Drove end-to-end product discovery for a centralized catalog data-quality workflow serving 4 teams replacing email-and-Excel handoffs: actor mapping, 5 problem hotspots, and a scoped problem statement with explicit out-of-scope calls
- Evaluated 3 solution options against weighted criteria (impact on primary metric, engineering effort, user value, time to ship, risk); recommended and defended the selected option; defined 6 success metrics with baselines, targets, and a guardrail (validation success ~65% → ≥82%, rework 300–450/wk → <200/wk, ≥40% review-time reduction)
- Wrote the implementation-ready requirements document (13+ pages, 4 role-based modules) handed to engineering
- Scoped 20+ features and enhancements end to end – facilitating discovery, evaluating technical trade-offs, and translating business requirements into solutions balancing user needs with engineering constraints
- Reframed the audit reporting problem by uncovering how nested conditional responses broke interpretability at scale, then shipped a KPI workspace unifying insights across 21 audit task types into a single decision-support surface for internal and client stakeholders
- Scoped, interviewed for, and onboarded the company's second product designer while remaining sole designer on InfoQuest

Senior UI/UX Designer – Techahead Softwares, India

Mar 2022 – Sep 2023

- Led end-to-end design for Paty, a connected hospitality platform (web admin portal, consumer iOS/Android apps, bartender PWA) – 310+ screens delivered as sole designer in 2–3 months, unifying the operational experience across 3 user roles
- Designed the product experience for THC Controls, an enterprise IoT platform for commercial cultivation teams – 120+ screens in 3–4 weeks, centralizing environmental monitoring and control into one operational workspace
- Defined the visual direction for Cysterhood, a digital health platform for women with PCOS, whose design language still shaped the product 4 years after launch; partnered with clients, product teams, and engineers across concurrent engagements spanning enterprise SaaS, healthcare, hospitality, and IoT

UI/UX Designer – Agicent Technologies, India

Oct 2020 – Dec 2021

- Produced end-to-end experiences for web and mobile products across multiple client engagements – translating business requirements into user flows, wireframes, prototypes, and high-fidelity interfaces from concept through implementation
- Partnered directly with clients, product stakeholders, and developers to facilitate design reviews, resolve technical constraints during implementation, and iterate through continuous feedback

EARLY CAREER

Faculty (Graphics) – Image Creative Education, Bangalore [Apr 2019 – Jul 2020] – taught graphic design, mentoring students through foundational design practice

Graphic Designer – Unibrand Retail, New Delhi [Jul 2017 – Oct 2018] – produced retail brand design collateral

ALSO SHIPPED

- **FigSmith** – Figma plugin: believable, locale-correct mockup data for existing designs (live)
- **Ottoma** – concept design for a no-code automation platform

KEY SKILLS

Discovery & research • problem framing • option evaluation • success metrics with baselines & guardrails • PRDs & requirements • pricing design • roadmap & prioritization • enterprise/workflow & developer-tool UX • prototyping • Figma plugin platform (2 shipped plugins)

EDUCATION

Bachelor of Commerce • Lovely Professional University • 2016