

Hi, I'm Sharma

I'm a designer & facilitator who helps teams build collaborative, evidence-based practices



[in](#) /sharmayelverton | [yelvertondesign.com](#) | [hello@sharmayelverton.com](#)

**Location:** Stockholm, Sweden

*I'm open to on-site or remote roles in Stockholm, and fully remote across Europe & the UK*

EXPERIENCE

**Senior UX Designer**  
2021-24 • Springer Nature

**Senior UX Designer**  
2017-20 • Freelance

- Dentsu Aegis Network
- Sainsbury's
- Th\_nk
- SAGE Publishing

**Senior UX Consultant**  
2015-17 • Kin + Carta (formerly Realise)

**Service Design Consultant**  
2014-15 • EY Studio (formerly Seren)

**Experience Design Consultant**  
2013-15 • Entropii

**Web Designer**  
2010-13 • Freelance

**Founder/Director & Music Teacher**  
2009-12 • Keynote Sounds

EDUCATION

**Bachelor of Music (BMUS)**  
Goldsmiths College, University of London

**Certificate - AI for Designers**  
Interaction Design Foundation (IxDF)

I specialise in leading design through large-scale digital transformations in complex enterprise environments.

I have 14 years of experience delivering digital products and services across a wide variety of sectors.

HIGHLIGHTS

- | Led UX for Springer Nature's enterprise article-processing platform (Snapp), improving customer satisfaction by 42.4%.
- | Supported enterprise-wide legacy transformation at Sainsbury's, the UK's second-largest supermarket chain.
- | Led the redesign of National Grid UK's global websites.
- | Provided service design consultancy and ethnographic research for the Ministry of Health & Labour in Saudi Arabia.
- | Delivered user-centred design training to Havas Digital Middle East in Dubai.

EXPERTISE

- | Leading design in complex enterprise environments
- | Shaping product strategy around user needs and measurable outcomes
- | Embedding continuous discovery practices into agile delivery
- | Facilitating collaborative cross-functional approaches to ideation and design
- | Building shared understanding and alignment across teams
- | Ensuring design quality, consistency and accessibility in software delivery

[View my portfolio >](#)