

Chandan Sharma

Group Director, UX Design · Experience Strategy & Platform Thinking · AI-Native Design
chandan.fnu@gmail.com · 650-302-2500 · linkedin.com/in/chandans · chandansharma.com · SF Bay Area, CA

Profile

Design executive with 16+ years building human-centered experiences at the intersection of scale, systems thinking, and measurable business impact. At Sam's Club, I lead UX across 20+ products and 600+ club locations — directing 26 designers partnered with 50+ PMs and 400+ engineers to deliver omnichannel experiences that set new benchmarks for member trust and associate productivity. Active AI design practitioner; recipient of four international design awards in 2024–25. Comfortable operating at executive altitude while staying connected to craft.

Competencies

Experience strategy & platform thinking · Design org scaling & DesignOps · AI-native product design · Omnichannel & retail systems · Design systems at scale · Cross-functional leadership (PM, Eng, Data) · Executive communication & influence · User research & data-informed design · Accessibility & inclusive design · Mobile & web product design

Experience

Group Director, In-Club Experience

Sam's Club (Walmart Inc.) · 2018 – Present

- Set an all-time-high 80% Friction-Free rate by reimagining the Exit experience end-to-end — from member-facing app flows to associate tooling — reducing wait times and establishing a new trust benchmark across 600+ clubs.
- Scaled a design org of 26 across 20 products, 50+ PMs, and 400+ engineers; introduced DesignOps infrastructure that cut UX relocation attrition 60% by growing embedded design capacity in Bentonville, AR.
- Tripled Curbside Pickup NPS during COVID by redesigning the associate fulfillment system; led digital transformation of 9 frontline associate platforms — My Club, OYI, Fresh, Cafe, Cakes, Garage, Quick Pick, Curbside Pickup and Delivery from Clubs.
- Architected Blue Steel 1.0 and 2.0 — Sam's Club's first design system — and currently advancing Living Design 3.5 with Walmart UX and engineering, driving cross-brand consistency and faster product velocity at enterprise scale.
- Received Walmart's inaugural President's Innovation Award (2025), Technology Innovator of the Year for OYI, and led In-Club team to Most Innovative & Best Overall XTeam recognition.

Principal UX Designer, Omnichannel Member Experience

Sam's Club & Mobile @WalmartLabs · 2013 – 2018

- Merged Scan & Go and eCommerce apps into a unified platform, doubling adoption and reducing acquisition cost; launched Scan & Go chain-wide, scaling contactless checkout from 0% to 10% penetration across 600+ locations.
- Lifted iOS App Store rating from 2.4 → 4.7 stars; designed Plus membership benefits, renewals, and upgrade flows that drove 30% YoY membership growth — contributing directly to Sam's Club's top-line revenue.

Senior UX Designer, Enterprise BPM

OpenText (acquired Global 360) · 2010 – 2013

- Designed enterprise workflow dashboards and role-based interfaces for a BPM platform serving Fortune 500 clients; UX work contributed to the company's strategic acquisition by OpenText.

Senior Interaction Designer · Interaction Designer

Digitas (Delta Air Lines) · Adobe New Business Innovations · Capgemini (HSBC) · 2006 – 2010

- Redesigned Delta.com post-merger (search, booking, cancellations), design foundational system and experience for Mosaic, and B2B banking interfaces for HSBC across credit, lending, mortgages

Awards & Recognition

- iF Design Award Own Your Inventory (OYI) · ifdesign.com
- Webby Award — Best User Experience (AI Apps & Experiences) Sam's Club Exit Experience · The Webby Awards
- Fast Company Innovation by Design UX Design category · Sam's Club
- Walmart President's Innovation Award First-ever recipient
- iF Design Award Sam's Club Exit Experience
- Technology Innovator of the Year Sam's Club, for OYI
- Most Innovative & Best Overall XTeam Sam's Club In-Club Design Team

Patents

- US 12045866 B2 — Presenting Tire-Related Information to Customers
- USD1034627 S1 — GUI for Touchless Health Screening Kiosk

Education

- M.S. Human-Computer Interaction (HCI), Georgia Institute of Technology, 2007–2008
- B.Des. Industrial Design, IIT Guwahati, India, 2002–2006

Skills & AI

- **AI practice:** Designing for Agentic and Generative UX, AI-augmented design workflows
- **Tools:** Figma, Cursor, Claude Code, V0
- **Skills:** Scaling Design Systems, Rapid prototyping, digital and physical design, user research & synthesis, journey mapping, service design lean product thinking