Sonal Sharma
Sr. Product Designer

✉ Sonalshah.designs@gmail.com
📍 London, UK
📞 +44 7824844765

WORK EXPERIENCE

- **Sr. Product Designer II**
  ### Hatica
  👥 20+ EMPLOYEES 📍 GURGAON, INDIA 🗓 MAY 2023 - APR 2024

  👩‍💼 Hatica aggregates activity from all your work apps to power engineering dashboards and AI-driven insights, boosting team velocity, alignment, and well-being.

  My Role:
  ▶ Independently managing and executing all design requirements for Hatica's SAAS B2B web app.
  ▶ Conducting secondary research to see what our competitors are doing and how we can build on their ideas. I am gathering reviews and insights from the internet, collecting feedback from the customer success team, and running brainstorming sessions with different teams to get a range of viewpoints.
  ▶ Managing the design system and brand guidelines to keep everything consistent and efficient, which is helping reduce handover time by roughly 25%.
  ▶ Working closely with the CEO, COO, PM, and engineers to understand and address design challenges. By collaborating on these issues, we are speeding up decision-making and improving our delivery times.

  Achievement:
  ★ Refined the onboarding process by tailoring data priorities to user type and selections at each stage. This made the process quicker and boosted user satisfaction by delivering relevant information more efficiently.
  ★ Introduced new style of illustrations and brought uniformity to the design elements, which reduced design debt and made the app more delightful to use. This also streamlined the coding process for developers, speeding up overall development.
  ★ I successfully delivered the Check-in & Life cycle dashboard dashboard in about 5 month. I managed everything from understanding the data flow and its impact on the other places of the app, to prioritizing information by talking with cross functional team, the CEO, customer success, and engineering teams who are also users of the dashboard. I conducted secondary research, created wireframes, prototypes, and handled the design system. The aim was to make the experience intuitive so users could easily find and understand the insights they needed.

- **Lead Product Designer**
- **Sr. UI/UX Designer**
  ### Quovantis Technologies (In 2022 acquired by EMIDS)
  👥 200+ EMPLOYEES 📍 NOIDA, INDIA 🗓 FEB 2017 - MAY 2023

  My Role
  ▶ My role involves designing End to End digital product experiences

FIND ME ONLINE

🔗 **Website**
https://www.sonaldesign.com/

🏀 **Dribbble**
https://dribbble.com/sonalshah

in **Linkedin**
https://www.linkedin.com/in/sonal-shah-b32b9278/

SKILLS

UI/UX Visual Design Wireframing

Illustrations Prototyping

Design Systems

Internationalisation (I18n)

Localisation (L10n) WCAG

UX Research UX Teting Leadership

Cross Functional Team Collaboration

Time Management Agile Waterfall

Problem Solving Calm Listener

Learner

EDUCATION

Bachelors's in Computer Application from DAVV

📍 INDORE, INDIA 🗓 2010 - 2013

Design and Development certification

📍 INDORE, INDIA 🗓 2011 - 2013

► Research: Primary/ Secondary research, Generative (Interviewing Stakeholders and users) and Evaluative research (A/B testing, Usability Testing,...), building personas, Day in a life, workflows, high-level functionality matrix, wireframes, Prototyping
► Create visual layouts for digital products (Taking care of Brand guidelines, WCAG, I18n-Internationalisation, L10n-Localisation)
► Mentored 4+ junior designers, helping them develop their skills and improving team efficiency.
► Implemented a new design processes that included a design system, breaking designs into sprints, feature documentation and gathering early feedback through low-fidelity prototyping, resulting in a 25% reduction in time to market for features.

My Achievement
★ Led and designed 8+ projects (B2B, B2C, SaaS) across various industries.
★ Owned the end-to-end design process for Homecare agency, including a SaaS B2B app for visit nurses, a B2B desktop app for agencies, and an internal app for managing nurse details. Achieved a 50% reduction in home care documentation time, and increased daily visits by roughly 25%.
★ Successfully delivered the complete experience for online pharmacies (web app) and telehealth apps (iOS and Android), starting from the initial idea to launch.
★ Spearheaded the design process for an Invoice Management Product for road transport company, enhancing the web app's user experience while creating a design system from scratch. Adhered to brand guidelines and incorporated WCAG standards, internationalization (I18n), and localization (L10n). Developed the user experience for an online legal contract tool used in 15+ languages, collaborating with a cross-functional team of over 40+ members.

○ Visual Designer
1 Thing Design Studio
👥 10+ EMPLOYEES   📍 GURGAON, INDIA   🗓 JUL 2015 - JAN 2017

► Research: Conducting secondary research and exploring various design ideas to create solutions that achieve product problem statement.
► Ideation: Sketching initial product ideas before the beginning of core design process.
► Wireframing and Designing: Designing visuals and solving challenging design problems simultaneously.
► Prototype: Prototyping visuals together in order to give client a better understanding around the experience of the product.
► Handling Timelines: Executing deliverables (visuals, assets & style guides) following rigid timelines.
► Communication: Interaction with clients & developers to ensure the correct execution of designs.

○ Web designer
Systematix Infotech
👥 200+ EMPLOYEES   📍 INDORE, INDIA   🗓 NOV 2013 - JUN 2015

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