

Sonia Sharma

UX & UI Designer

201-590-5616

soniasdesigner@gmail.com

[linkedin.com/in/soniasharma](https://www.linkedin.com/in/soniasharma)

soniasharma.me

Training /Coursework

User Experience Research and Design Specialization

University of Michigan

UX Design Professional Certificate

Google by Coursera

CUA (Certified Usability Analyst)

Human Factors International, NY

Education

Masters in Computer Science

MDU Rohtak University, India

Bachelors of Arts

Sociology, Economics & Fine Arts

Panjab University, India

Skills

Methods

User Research

Personas & Scenario

Wireframing

Prototyping

Information Architecture

Usability Testing

Interaction Design

Visual Design

Usability Testing

UX/UI Design

User-Centered Design

Accessibility

Technology

Figma

Adobe XD

Photoshop

Illustrator

InDesign

Fireworks

HTML/CSS

Dreamweaver

Flash

WordPress

Work Experience

Freelance UX/UI Designer

- Designed websites and app interfaces, actively contributing throughout the entire project lifecycle, from initial kickoff to development handoff.
- Contributing to requirement synthesis, conducting research, high-fidelity wireframe and prototypes and iterative testing within collaborative project environments.

UI Designer

Siteforbiz, Hoboken, NJ | 2011 - 2013

- Responsible for providing visual, interaction and user experience design, involving creation of wireframes, mockups, prototypes, and detailed page schematics to guide product decision-making and engineering development.
- The main responsibility includes enhancing the GUI, resolving navigation issues, presenting fresh ideas to team members, assisting developers in refining UIs, and standardizing templates and prototypes.
- Collaborated with stakeholders to understand user and business requirements to develop interactions, information flow and navigation systems.
- Monitoring the usability and results of product, identifying and evaluating future improvements.
- Involved in the process of user experience design and strategy across a spectrum of digital brand campaigns, website designs, and social engagement programs.
- Designed and produced promotional and collateral materials in adherence to established corporate branding guidelines.

Sr. Web Designer

A-1 Technology Inc., New York, NY | 2003 - 2006

- Involved in building different aspects of web & desktop application including requirements gathering, designing mockups, prototyping, scripting, publishing, testing addressing compatibility issues. Delivered design solutions to clients across multiple industries, from startups to fortune 100 companies like eBay/PayPal.
- Collaborated with cross-disciplinary teams to create iterative design solutions.
- Supporting new team members, fostering creativity, and addressing their daily task challenges.
- Prioritized and tracked multiple tasks across multiple projects, under tight deadlines.
- Worked with various design tools and software programs to implement web designs and functionality.

Web/Production Associate

Matrid Technology, India | 2002 - 2003

- Successfully delivered design for various projects, including websites, portals, banners, animations, logos and brochures.
- Developed design concepts on both consumer and client needs, and provided design support as required.
- Designed marketing promotional materials and tradeshow display for both print & web platforms.
- Collaborate with team members to make sure the designs stayed consistent throughout the project.

Web/Multimedia Intern

Global Software Solutions, India | 2001

- Crafted the company's corporate identity and ensured its consistent application across various media channels.
- Designed graphics, website and flash introductions for company's various clients.
- Created an MS Office training program featuring animated instructional videos, utilizing Adobe Flash and Director software.