

Sonia Sharma

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PROFESSIONAL SUMMARY

Highly motivated UX Designer transitioning from a strong background in digital design, with a proven track record of delivering user-centered solutions across platforms. Skilled in driving product design from discovery to delivery, enhancing user engagement, and improving business outcomes. Proficient in user research, wireframing, prototyping, and creating accessible, scalable design systems. Seeking a return to a full-time UX Designer role, eager to contribute my skills in a collaborative environment and further develop my expertise in user experience design.

SKILLS

Design Methods: User-Centered Design, User Research, Personas & Scenarios, Customer Journeys and Storyboarding, Usability Testing, Information Architecture (IA), Accessibility, Wireframing & Prototyping, Interaction Design, Visual Design, Design Systems.

Tools: Figma, Adobe XD, Sketch, Photoshop, Illustrator, InDesign, HTML, CSS

PROFESSIONAL EXPERIENCE

UX Designer | [Soniasharma.me](#) - Aug 2024 - Present

- Conducted user research (interviews, surveys, competitive analysis) to guide design decisions leading to a 25% increase in user satisfaction.
- Designed user flows, wireframes, and prototypes to optimize user experiences for web and mobile platforms.
- Performed usability testing and iteration, improving product performance by 15% based on user feedback.
- Implemented design systems to ensure consistent user interfaces across digital platforms, increasing team efficiency.

Design Consultant | [Vcubeworks](#) - Aug 2013 – Jul 2022

- Led end-to-end web design services, including branding and responsive design, for startups and small businesses, resulting in increased client engagement and revenue.
- Designed and developed custom WordPress themes, integrating plugins to meet specific business needs.
- Created wireframes, prototypes, and mockups to communicate design concepts and gather stakeholder feedback, resulting in improved project timelines.

Lead Designer | SiteforBiz/Vbout.com - Mar 2012 - Jul 2013

- Collaborated with stakeholders to design user interactions, information flow, and navigation for web platforms.
- Designed visual interaction, and user experience designs, including wireframes, mockups, design libraries, rapid prototypes.
- Enhanced UI elements and worked closely with developers to ensure design consistency across all digital platforms.
- Contributed to user experience strategies for digital platforms, including brand campaigns, website designs, and social engagement programs, ensuring alignment with business objectives.

Independent Design Consultant - Oct 2008 - Feb 2012

- Designed and developed responsive, user-focused websites using CMS platforms and Flash, ensuring cross-browser compatibility.
- Created interactive digital media assets, including wireframes, mockups, animations, and branded marketing materials.
- Led branding efforts by creating visual identities, style guides, and marketing collateral aligned with company goals and target audience.

Senior Designer | AI Technology, Inc - Jul 2003 - Oct 2006

- Designed and delivered comprehensive design solutions for projects within enterprise, financial services, retail, and healthcare industries.
- Partnered effectively with cross-functional teams to develop iterative design solutions, improving user navigation and usability for major clients like eBay and PayPal.
- Mentored junior designers and actively participated in design reviews to ensure consistency and maintain high-quality deliverables.
- Led the design and development of key website and desktop application components, from initial concept and wireframing to final mockups and prototyping using HTML and CSS.

EDUCATION

Masters in Computer Science: MDU Rohtak, India

Bachelor of Arts: Economics, Fine Arts, and Sociology, Panjab University, Chandigarh, India

RELATED COURSES

User Experience Research and Design Specialization: University of Michigan

UX Design Professional Certificate: Google by Coursera

CUA (Certified Usability Analyst): Human Factors International, NY