

Pinkle Soni

Tech-Innovator and AI Designer, humanizing B2B, B2C, and Consumer tech

Experience

UX Designer/ Thinkverse (formerly Learnie AI)

Contract, Dec 2023 - Present, Boston, MA

- Led a comprehensive redesign initiative for the B2C website, leveraging proficiency in HTML/ CSS to drive a significant 13% increase in conversion rates
- Enhanced educator interface for LLM-based web app, by integrating AI math tutor for optimal engagement
- Spearheaded user acceptance testing with 5+ participants, and authored testing scripts.
- Synthesized data, into easy-to-understand insights, further iterated to successfully cut down navigation time by 20% .

Lead Product Designer / APM club, Northeastern University

Part-time, May 2023 – Dec 2023, Boston, MA

- Used data from Hotjar analytics (heatmaps, clicks, bounce rate), to create a visually appealing design, leading to a 30% boost in user's engagement
- Incorporated user feedback to enhance user experience for its SaaS-based product, catering to 700+ active users
- Sparked 150+ team registrations for the hackathon, and increased site traffic by 28%
- Led and participated in design sprints, to prototype and iterate

User Interface Designer (Web) / V.N. Exports

Full-time, Aug 2020 - May 2021, Gujrat, India

- Boosted sales by up to 25% for its website, by conducting market analysis of 5 different apps for designs
 - Developed a responsive and cross-browser prototype using XD, HTML, CSS, and ReactJS to resolve design-related challenges, resulting in a remarkable 15% boost in conversion rates
 - Worked with package designers to design layouts for various materials for corporate gifting using Figma
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Projects

UX Researcher, Wellness Tracker App / Mobile App Design

Led a 5-member team to implement Apple Human Interface Guidelines for designing an iOS health-tracking app for family members, achieving a 98% grade

UX/UI Designer, Zoom App / Web App Design

Teamed up with 2+ product managers to conduct user interviews with 10+ participants, addressing remote communication challenges, and developed an ice-breaker feature for improved engagement

Boston, MA, USA (open to relocate)

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Education

Master of Science, in Information Systems

Northeastern University

Jan 2022 - Dec 2023, Boston, MA

Global Work Citizen Awardee

Grad Women Coders Club Head

Relevant coursework: Web design and User experience engineering, Database Management system, Planning and Management, and Business process engineering

Bachelor's, in Information Technology

SRM- Institute of Science and Technology

Jul 2016 - May 2020, India

Relevant coursework: Web development, Cloud computing, and Database Management Systems.

Skills

Tools: Figma, Miro, Adobe Creative suite (Illustrator, InDesign, Photoshop, XD), Google sheets

Design: Usability testing, Visual Design, Wireframing, Prototyping, User stories, User Flows, Design System, Heuristics, SaaS Design, Mobile Apps. Website Design

Visual: Midjourney, Typography, Layout, Grid System, Color theory, Design System, Brand Identity

Technical skills: HTML/CSS, JavaScript, Bootstrap, React.js, MySQL, Agile/ Scrum