

# Pinkle Soni

## Product Designer (Ui/Ux Designer)

Experienced in web design, user experience, database management, and business process engineering with a proven record of improving user engagement and site performance.

### Experience

#### Product Designer (Ui/Ux) / APMC, Northeastern University

MAY 2023 - PRESENT, Boston, MA

- User data from Hotjar analytics (heatmaps, clicks, bounce rate), to create visually appealing design, leading to a 30% boost in user engagement
- Improved design, through continuous iterations, and incorporated user feedback to enhance user experience
- Sparked 150+ team registrations for hackathon, increased site traffic by 28%, and reduced overall bounce rates by 15%

#### Web UI Designer / V.N. Exports

AUG 2020 - MAY 2021, Gujrat, India

- Boosted sales by 25% by conducting market analysis on 5 different apps for designs.
- Aligned API requirements for seamless user interactions through cross-functional collaboration with UX researchers and Project Managers
- Created a responsive, cross-browser prototype using XD, HTML/CSS, ReactJS, to address design issues and increase conversion rates by 15%
- Streamlined usability testing with JIRA, reducing administrative work by 25%

#### Ui/Ux Design Intern / Rubyra Ventures

JULY 2018 – SEP 2018, Boston

- Collaborated with developers to ideate, sketch, and produce the initial version of the web application
- Enhanced homepage wireframes led to a remarkable 10% boost in user satisfaction during testing
- Generated a 36% increase in quarterly site traffic, with compelling visuals and calls to action, expanding the customer base and brand perception

### Projects

#### Wellness Tracker App / Mobile App Design

Built a HIPPA compliant iOS mobile app, to send medicine reminders and track health of family and friends

#### Zoom app Redesign / Webapp Design

Enhanced Zoom web app, by adding ice-breaker feature, which can be partnered with its AI companion feature

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### Education

#### Master of Science in Information Systems

Northeastern University

JAN 2022 - DEC 2023, Boston, MA

Global work citizen Badge

Recipient

Grad Women Coders Club Head

**Relevant coursework:** Web design and User experience engineering, Database management system, User Experience Design and Testing, 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, Tableau, Adobe Creative suite (Illustrator, InDesign, Photoshop, XD)

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

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

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