

Shivani Sonawane

UI/UX Designer

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I am a skilled UI/UX Designer proficient in crafting user-friendly interfaces that reflect business objectives. With a keen eye for detail and a collaborative spirit, I focus on making designs accessible and engaging. I strive to deliver intuitive designs that drive results. Let's collaborate for exceptional user experiences.

EXPERIENCE

Associate UX Designer · IMS, United Kingdom

MARCH 2022 – OCTOBER 2023

- Led the redesign of the One App's onboarding flow through research to high quality final designs, resulting in a **14% decrease in user drop-off**.
- Built end-to-end **web & mobile (iOS & Android)** designs by **understanding user insights** to drive the ideation of existing & new product features **in an Agile environment**.
- Utilised design thinking to build customer-centric experiences and make informed design decisions for the **UI/UX redesign of key product flows** of the One App, a telematics application for insurers.
- Created, maintained, and **leveraged design system** for One App's components to establish guidelines, improve consistency throughout the platforms, reducing overall development time.
- Collaborated with **cross-functional teams**, developers, product manager, product owner, stakeholders to gather requirements, conduct user research, define project goals, implement designs, refine product vision, ensure technical feasibility, & prioritize features based on user feedback & business objectives.
- Unified app framework & design system on iOS & Android for **rebranding/ White-labelling** for various clients (Aviva, iGO4, Hughes, Wawanesa).

Freelance UI/UX Designer · Fiverr.com, Remote

MARCH 2020 – MARCH 2022

- **Consulted & provided App design, web design services** for some early-stage startups for various client-based projects.
- Helped to **design custom UI assets using Figma & Adobe CC**, from wireframes to high-fidelity designs for the design projects.
- With a **100% client satisfaction rate**, I focused on understanding the vision, incorporating feedback, and delivering designs that align with their brand identity; leading to **improved conversion rates** and enhanced user experience.
- Maintained a strong reputation for attention to detail, creativity & adaptability, consistently **meeting tight deadlines** & exceeding client expectations.

PROJECTS

Sugar: An application to track & manage diabetes.

- Used UXD/HCD process, reaching strict deadlines in multiple design iterations.
- Designing for iOS platform considering interface design decisions & accessibility.

Deeasy: Multi-platform accessible online graphic design tool for the users of assistive technologies.

- Designing a multi-platform accessible website using WCAG standards.
- Use of multimodal input devices: Eye gaze Tracking/ Speech Interaction.

SKILLS

Research

User Research, Personas, Scenarios, User Flows, Information Architecture, Interviewing, Surveys, Card Sorting, Site mapping, Competitor analysis, Usability testing, Affinity clustering.

Design

UX Design, UI Design, Interaction design, Product design, Design Systems, Rebranding, Agile Working, Storyboarding, Storytelling, Journey Mapping, Wireframing, Visual design, Graphic Design, Data visualization, UXD Process, Rapid Prototyping, Typography, Colour Theory, Low-Fidelity, High-Fidelity, Responsive Design, Accessibility (WCAG), Assistive Technologies, AR, VR.

Interpersonal

Cross-functional Teamwork, Analytical Thinker, Problem Solver, Attention to Details, Delivery-Focused, Adaptable to the Task, Empathetic, Strong at Communicating Design Intent (Verbally & Visually), Embrace Experimentation, Leadership, Time Management.

EDUCATION

OCTOBER 2021

MSc User Experience Design
Birmingham City University, UK
Achieved Merit Class.

MARCH 2018

Bachelor of Architecture
Pune University, India
Achieved First Class.