

SHIVANI SONAWANE

UI/UX DESIGNER

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UI/UX DESIGN SUMMARY

- UI/UX designer with over 3 years of experience creating user-centred designs, skilled in conducting thorough user research, and proficient in utilizing market analysis, customer feedback, and usability findings to develop interaction flows, wireframes, and visual mock-ups.
- Skilled in collaborating with product managers and cross-functional teams to align design solutions with business goals and user needs, with expertise in tools such as Sketch, Adobe XD and Figma.
- Led the redesign of One App's rewards program, reducing accident frequency by 42%, increasing weekly user engagement by over 30%, and improving business metrics through enhanced customer retention.

EXPERIENCE

USER EXPERIENCE DESIGNER

April 2022 – October 2023

IMS (Insurance and Mobility Solutions), *United Kingdom*

Provides Insurance & Mobility related solutions through IMS One App, which is a highly configurable telematics mobile application (for iOS, Android and Web platform) designed to enhance user engagement and experience.

- Day to day responsibilities included designing and maintaining the company's responsive website & iOS/Android apps, using user insights to ideate existing & new features in an Agile environment.
- Analysed data from user interviews, usability testing, and design sprints to create user flows, wireframes, prototypes for product features and processes. Applied design thinking and visual design principles throughout the process.
- Led the redesign of One App's onboarding flow from research to high quality final designs, reducing customer care calls and increasing adoption rate. The average onboarding process time decreased by 48%.
- Created and maintained design system for One App's components to establish design guidelines, improve consistency throughout the platforms, reducing overall development time by 50%.
- Unified app framework and design system on iOS and Android for rebranding/ White-labelling for various clients (Aviva, iGO4, Hughes, Wawanesa).
- Collaborated with cross-functional teams, developers, product managers, product owners, stakeholders and engineers to gather requirements, conduct user research, define project goals, refine product vision, ensure technical feasibility, and prioritize features based on user feedback & business objectives.

UI/UX DESIGNER

October 2020 – February 2022

FREELANCE, *Remote*

Generated design solutions for various client projects on the Fiverr platform, following an end-to-end design process based on UX principles.

- Designed custom UI assets using Figma & Adobe CC, from wireframes to high-fidelity designs for the design projects.
- Designed intuitive and accessible prototypes that were easily translated into functional products, leading to a 50% decrease in development time and an increase in market competitiveness.
- Maintained a strong reputation for attention to detail, creativity & adaptability, consistently meeting tight deadlines & exceeding client expectations.

EDUCATION

M.Sc. USER EXPERIENCE DESIGN
Birmingham City University, United Kingdom

September 2020 - October 2021

BACHELOR OF ARCHITECTURE
Pune University, India

June 2013 - March 2018

CERTIFICATIONS

DIPLOMA IN UI/UX DESIGN
Edit Institute, Pune, India

January 2019 - July 2019

SKILLS

Tools

Figma, Adobe XD, Sketch, Adobe Photoshop, Adobe Illustrator, Miro, Balsamiq, Principle, Webflow, Framer, Jira, Confluence, Trello, MS Office, Zeplin.

Design

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

Research

User Research, User Interviews, User Flows, Affinity Mapping, Personas and Scenarios, Card Sorting, Site mapping, Surveys, Heuristic Analysis, Competitive Analysis, Storyboarding, Data Analysis, Information Architecture, Usability Testing, A/B Testing.

Collaboration

Working with cross-functional teams, Agile and Scrum methods, Design sprints, Detail oriented, Analytical Thinker, Time management, Problem Solver, Delivery-Focused, Adaptable to the Task, Empathetic, Strong at Communicating Design Intent (Verbally & Visually), Embrace Experimentation, Leadership.

REFERENCES

Available upon request.