

Sonal Sharma

Sr. Product Designer

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PROFESSIONAL SUMMARY

I'm a seasoned Product Designer with 10+ years of experience working across startups, service companies, and product-focused organizations. I relocated to London in June 2024 and hold a dependent visa, granting me full right to work in the UK without sponsorship. I have helped in designing impactful web and mobile experiences across diverse domains, including healthcare, fintech, task amangement and many more. I thrive on collaboration, engaging closely with cross-functional teams to create products that positively impact users' lives. My approach combines design thinking, user-centric problem solving, and a passion for crafting meaningful, scalable solutions.

EXPERIENCE

Freelance Product Designer

London, UK | Mar 2024 - Dec 2024

While freelancing, I worked as a Product designer for several startups and agencies, like

- Clappgrow's task management web app for SMEs and
- A healthcare web app to improve alert systems.

Hatica, Sr. Product Designer

May 2023 - Apr 2024 | 20+ Employee | Gurgaon, INDIA

Hatica aggregates activity from various work apps to provide engineering dashboards and AI-driven insights, improving team performance and alignment.

- Independently managed and executed all design requirements for Hatica's SaaS B2B web app.
- Maintained the design system to ensure consistency and reduce handover time by 25%.
- Collaborated with the CEO, COO, PM, and engineers to solve design challenges effectively.
- Introduced a cohesive illustration style and unified design elements, reducing design debt and accelerating development.

Quovantis, Sr. UI/UX Designer ➔ Lead Product Designer

Feb 2017 - May 2023 | 200+ Employee | New Delhi, INDIA

- Designed end-to-end digital product experiences for various industries, for B2B and B2C SaaS products.
- Conducted primary and secondary research, user testing, and created visual layouts aligned with brand guidelines, WCAG, and internationalization/localization standards (I18n/L10n).
- Mentored 4+ junior designers, improving team efficiency and fostering skill development.
- Introduced a new design process with a design system, low-fi prototyping, and sprint integration, reducing time to market.
- Led and delivered 8+ major projects, including:
 - An AI-driven healthcare platform enhancing patient-clinician interactions in post-acute care
 - E to E experiences for online pharmacies (web app) and telehealth mobile apps, from concept to launch.
 - Improved Web app experience of Invoitix, improving usability for 16,000+ active users and internal team across

30+ countries in 10+ languages and currencies.

1 Thing Design Studio, Sr. Visual Designer, Design Agency

Jul 2015 - Jan 2017 | 10+ Employee | Gurgaon, INDIA

Researched and ideated solutions to address product challenges.

Designed and prototyped visuals to enhance product experiences and client understanding.

Managed timelines and collaborated with cross-functional teams for efficient delivery.

Systematix Infotech, Web designer, Mid-size consulting firm

Nov 2013 - Jun 2015

As a web designer, my major responsibility at Systematix Infotech was to design visuals for various websites and mobile apps.

SKILLS

Design Tools: Figma, Adobe XD, Sketch

Design: Design thinking process, Wireframing, Visual design, Design systems, Illustrations, Conducting interviews, User journeys, User Testing, Secondary Research, Agile, WCAG, I18n, L10n

Additional: Leadership, Time Management, Cross-functional Collaboration, Mentoring

EDUCATION

Bachelors in Computer Application

DAVV University, Indore - 2010 - 2013

Design and Development certification

Virtual Voyage, Indore - 2011-2013