

Sonal Sharma

Sr. Product Designer

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 [Portfolio](#)  [Dribbble](#)  [in LinkedIn](#)

Product Designer with 9+ years of experience designing SaaS and B2B/B2C products across Healthcare, Fintech, AI, and tech-for-good. I've worked with cross functional teams in startups, consultancies, and global teams, making me adaptable and comfortable in fast-changing, sometimes messy environments. Clients describe me as flexible and easy to work with, as I focus on finding simplicity in everything and creating thoughtful products that balance user needs with business goals.

Clappgrow- Freelance

Freelance Product Designer | Remote-UK | Mar 2024 - Mar 2025

Led redesign for a SaaS B2B productivity platform: Partnered with PM and CTO to define strategy and priorities, Researched and improved usability and visuals, and delivered a scalable design system.

Key Achievements:

- Reduced internal testing cycles by **30%** through intuitive layouts and smoother navigation.
- Boosted by positive user sentiment, **80%** of beta testers highlighted the improved design experience.
- Doubled stakeholder engagement in demo sessions, leading to more in-depth product discussions driven by stronger first impressions.

Hatica.io – AI Driven SaaS B2B Startup

Sr. Product Designer | May 2023 – Apr 2024 | Remote (India HQ)

Led design for dashboards, onboarding, and standup workflows, improving visibility and decision-making for engineering leaders. Partnered with leadership and engineers in an agile setup to strategize, iterate, and deliver scalable, data-backed experiences while maintaining and expanding the design system.

Key Achievements:

- Improved onboarding flow → reduced completion time and boosted satisfaction.
- Introduced unified design language and illustration style → reduced design debt and sped up development.
- Designed cycle time dashboards → **3x** faster deliveries and **50%** boost in engineering velocity.
- Delivered async stand-up workflows → increased deep work hours by **40%**.

Quovantis – Consulting Firm (Later acquired by Emids)

Lead Product Designer | Feb 2017- May 2023 | New Delhi, India

Led design and build product for **10+ SaaS B2B/B2C startups**, delivering both 0→1 products and improving existing platforms across **healthcare, fintech, and AI**.

- **Invoitix AG (Swiss based Fintech Platform):** Redesigned and scaled a factoring platform **serving 16,000+ users** across **30+ countries** in **10+ languages**. Defined strategy with CTO/PM focusing on scalability, usability, consistency and accessibility, leading to faster feature delivery, reduced task times, and improved customer/internal experiences.

Built a design system, streamlined workflows, and introduced online contract creation, cutting offline processes and improving efficiency.

- **AI-Driven Post-Acute Care Platform (Healthcare):** Led 0→1 design of a **multi-platform AI** healthcare product from concept to launch, partnering with C-level executives on strategy, research, and nurse-focused workflows. Achieved **60%** reduction in documentation time, enabled same day submissions resulted in faster payments, simplified patient care plans to cut visit times and increase in daily visits, and improved nurse productivity and work-life balance.
- **Working in an Agile environment:** Brought new processes into large teams, like design demos, integrating design stories into Agile sprints, and clearer collaboration with PMs and executives, which reduced confusion and built trust.
- **Created and scaled design systems** for multiple products to ensure accessibility and consistency as the platform grew.
- **Managed and mentored other designers**, raising team quality through regular reviews, critiques, 1:1 coaching, and creative “out-of-the-box” design sessions that encouraged experimentation and collaboration.

1 Thing Design – Design Studio

Sr. Visual Designer | Jul 2015 – Jan 2017 | Gurgaon, India

Systematix Infotech – Software Consultancy

Web Designer | Nov 2013 – Jun 2015

EDUCATION

Bachelors in Computer Application

DAVV University, India - 2010 - 2013

Design and Development certification

Virtual Voyage, India - 2011-2013

KEY SKILLS

- **Design:** UX/UI Design, Design Thinking, Wireframing, Design system, Illustrations, Prototyping, Interaction Design
- **Research:** User Interviews, Surveys, Usability Testing, Journey and Data Mapping, workflows
- **Tools:** Figma, FigJam, Adobe suite, sketch, other AI tools.
- **Collaboration:** Agile/Scrum, Product Strategy, Design Reviews, Design Handoff
- **Standards:** WCAG 2.1, Accessibility, Internationalization (L10n/I18n), Responsive Design
- **Domains:** I'm open to working across different industries, and have previously designed SAAS B2B and B2C products for AI driven healthcare, fintech, analytics and productivity tools.