

Sonal Sharma

Sr. Product Designer

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

I'm a Product Designer with 9+ years of experience building products across SaaS, fintech, healthcare, analytics, and productivity. I enjoy all aspects of design, from UX and UI to graphic design, illustration, and anything new I can learn (currently exploring social media marketing!).

Having worked in product companies, consultancies, and startups, I adapt easily to different teams and challenges, and see each challenge as an opportunity to grow. I believe good design should serve both the user and the business and I bring that mindset to everything I do. Now, I'm looking for a permanent role in London where I can work across both UX and UI, and contribute to building thoughtful, impactful products.

Freelance Product Designer

London, UK | Mar 2024 - Mar 2025

I've worked across healthcare, productivity, and branding with early-stage startups and agencies.

- I redesigned a task management web app to help small businesses stay better organised, starting from user research all the way to clean, handoff-ready UI.
- I improved how alerts show up in a healthcare platform, making it easier and faster for people to see what really matters.
- I also got to create a logo for a California based car wash company in a retro yet modern design style.

Hatica – AI Driven B2B SaaS Platform

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

Hatica aggregates data from work apps to give engineering leaders visibility through dashboards and AI-powered insights.

- Took ownership of end-to-end product design, from user flows, wireframes, and visual design to implementation support.
- Maintained and expanded the design system, drove cross-functional alignment resulted in reducing design–dev handoff time significantly.
- Collaborated closely with the CEO, COO, PM, and engineers to solve design challenges at speed.
- Introduced an illustration style and cohesive visual language to reduce design debt and accelerate delivery.
- Also, helped with the marketing designs

Quovantis – Consulting Firm (Later acquired by Emids)

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

Worked across B2B/B2C SaaS products, owning end-to-end, 0-1 experiences from discovery to delivery.

- Led projects across AI, Healthcare, Fintech, Event management, including post-acute care multi-platform product (Mobile and web apps), telehealth (Mobile and web apps), online pharmacies web app, Small Business loan lending platform web apps, Factoring platform web app and more
- Improved the UX of Invoitix Ag factoring platform, used by 16,000+ customers and internal team members in 30+ european countries and 10+ languages. Not only improved the experience and consistency of the product, but I also drove cross-functional alignment and improved time to delivery by introducing Design demos in a large product team of 60+ members, introduced design in sprints and became an integral part of the team.
- Introduced scalable design processes in large and small teams, active participation in sprint planning, Creation of light or full fledged Design system for every product I worked on.
- led design reviews, provided 1:1 coaching, and raised team design quality

1 Thing Design – Design Studio

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

- Delivered UI design for early-stage apps, websites and branding projects.
- Created high-fidelity mockups, managed timelines, and supported cross-functional teams.

Systematix Infotech – Software Consultancy

Web Designer | Nov 2013 – Jun 2015

- Created visual design for websites and mobile apps (Android and iOS both).
- Supported UI design and worked alongside developers to bring concepts to life.

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.