

Sonal Sharma

Sr. Product Designer

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

Designer at Clapgrow- SaaS B2B productivity platform

Product Designer | Remote-UK | Dec 2024 - Feb 2026

I led a redesign for a SaaS B2B productivity platform with a vision to help business owners achieve scale and manage teams efficiently. I helped in improving usability and strengthening the experience of existing products.

Key Achievements:

- Improved engineering delivery by streamlining design handoffs, asset delivery and cross functional collaboration.
- 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 | April 2023 – Aug 2024 | Remote

I led designs 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 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 2019- May 2023 | New Delhi, India

Design and build products for various **SaaS B2B/B2C startups**, delivering both **0→1** products and improving existing platforms across **healthcare, fintech, AI and other**.

- **Invoitix AG (Swiss based Fintech web Platform)**: I started as an Individual contributor, 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 multi-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, engineers 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 2017 – Jan 2019 | *Gurgaon, India*

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.