

SONAM GARG

Product Designer UX/UI/AI



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DLF Phase 1
Gurugram-122002



Portfolio Link
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ABOUT ME

Hello! I'm Sonam, a resolute Product Designer building products leveraging UX/UI and AI technology. I bring a strong work ethic and a passion for creating user-centric digital experiences that are both functional and visually compelling. My design approach is rooted in empathy, ensuring that I deeply understand users' needs, behaviors, and challenges to craft solutions that are effective and intuitive.

With a focus on clean, modern aesthetics, I prioritize simplicity and usability, I also integrate AI-driven solutions to enhance usability, personalization, and efficiency in my designs, keeping security and reliability at the forefront.

I am committed to delivering high-quality work that meets business objectives while exceeding user expectations.

EXPERIENCES

TRUER / June - Sept 2024

TEAM LEAD USER EXPERIENCE DESIGNER

Led a team of 7 UX/UI designers and researchers to develop a cosmetic surgery app that leverages AI for users to visualize desired changes through a 2D simulator and share them with surgeons for optimal results

- Lean UX Research: Guided the team through a Lean UX process, validating ideas quickly and gathering continuous user feedback to inform design decisions.
- Mid-Fi and Hi-Fi Prototyping: Directed the creation of both mid-fidelity and high-fidelity prototypes, ensuring the design was user-centered and met business goals.
- User Experience Enhancements: Collaborated with developers, product managers, and AI specialists to create a seamless interface for both users and surgeons, streamlining the entire consultation and decision-making process.

EDUCATION

Kingston University / 2024 - 2025

MASTER OF SCIENCE USER EXPERIENCE DESIGN

Said Business School, University of Oxford / 2024

OXFORD ARTIFICIAL INTELLIGENCE PROGRAM FOR BUSINESS

Sikkim Manipal Institute of Technology / 2004 - 2007

BACHELOR OF SCIENCE DIGITAL COMMUNICATION AND MULTIMEDIA

Air Force Bal Bharti School / March 2004

12LTH CBSE BOARD, BUSINESS

CERTIFICATES

LINKEDIN LEARNING / June - July 2024

AGILE USER EXPERIENCE DESIGN AND RESEARCH, TECHNICAL PRODUCT MANAGEMENT, GENERATIVE AI

YMCA NEW DELHI / 2009 - 2010

DIPLOMA IN BRAND MANAGEMENT

MAYA ACADEMY OF ADVANCED CINEMATICS / 2007 - 2009

DIPLOMA IN INTERACTIVE TECHNOLOGY, ANIMATION VIDEO EDITING & GRAPHIC DESIGN

CADD CENTRE DELHI / 2006 - 2007

DIPLOMA IN INTERIOR AND ARCHITECTURE

ARENA ANIMATION / 2004 - 2007

DIPLOMA IN GRAPHICS, WEBSITE, ANIMATION, GAMES, ADVERTISING AND PRINT

MODVEY APPARELS PVT LTD / JAN 20 - NOV 23

ECOMMERCE MARKETING MANAGER

An Ecommerce store selling Indian designer wear worldwide.

- Designing Modvey's Ecommerce website
- Managing day to day operations on the website,
- Optimising & upgrading the website with new or existing products when needed making consistent alterations to the online store's appearance and performance reducing and resolving any sort of issues on the website
- Creating and managing the brand's all social media platforms such as Insta/FB/ twitter etc.
- Analysing and incorporating latest trends and updating them on all social media platforms.
- Producing and posting unique content & hashtags for their social media platforms.
- Boosting engagement on social media platforms, running analytics & insights and creating new leads of customers through it.
- Calculating and optimizing imperative spends needed on the campaigns based on the insights
- Analysing and reporting performance of these digital campaign

M/S DAIVIES EXPO / Mar 15 - 2019

BRAND MARKETING MANAGER

Year 2015 Joined as Brand Marketing Manager

- Developing strategies and managing marketing campaigns across print and online platform.
- Conducting Market research to identify customer needs and preferences.

Year 2016-17 Promoted to Product Research Analyst

- Making sure that the product design team choose the best performance products according to customer needs.
- Developing improved products ideas and opportunities to management.

Year 2018-19 - Promoted as Product Development Assistant Manager

- Developing new product strategies that align with company goals & customer needs as well.
- Assisting and collaborating with design team to create product concept & prototypes

FREELANCE EXPERIENCE

WEBSITE AND GRAPHIC DESIGNER DIGITAL MEDIA MARKETING SPECIALIST

- Development, implementation & management of web-based marketing campaigns for social media, emails & other platforms.
- Creating unique content for social platforms including Insta, FB, Twitter etc.
- Analyse customer behaviour, needs & pain points to provide ongoing insight and recommendations for future improvements.
- Conceptualizing and designing websites and web-interfaces, layouts & graphics.

SKILLS

PRODUCT AND USER RESEARCH

User Interviews and Research, Quantitative and Qualitative Research, Competitor Analysis, Journey Mapping, Card Sorting.

DESIGN AND USER EXPERIENCE

User Experience (UX) Design, Information Architecture, Wireframing and Prototyping, Interaction Design (IXD), Microinteractions.

UI & VISUAL DESIGN

User Interface Design, Visual Design
Adobe Creative Suite - Photoshop, Illustrator, After Effects, Motion design and Animation for UX/UI flow.

EMERGING TECHNOLOGIES & SPECIALIZED DESIGN

Haptic design, Conversation design and Speech Interfaces, Designing for AI, VR & AR experiences.
Unity and Blender for VR & interactive 3D Experiences.

AGILE DESIGNING, SCRUM FRAMEWORK & DESIGN THINKING

STORYTELLING & CONCEPTUALISATION, SERVICE DESIGN

USABILITY & FEEDBACK TESTING, HEURISTICS EVALUATION

INTEREST

LATEST TECHNOLOGIES, CARS, AVIATION,
TRAVELLING, LISTENING PODCAST & MUSIC,
READING BOOKS AND WATCHING MOVIES.

LANGUAGES

ENGLISH AND HINDI

REFERENCES

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