SONAL CHOUDHARY

EXPERIENCE DESIGNER

Mobile
+91 73383 93963

Email
sonal.uxd@gmail.com

Website
sonalchoudhary.com

Linkedin
bit.ly/353nPzz

Blog
medium.com/@sonal736

PROFILE

I have worked in the design industry for over 12 years. I love to stretch my creative nerves to understand and deliver effective solutions. I create experiences based on business goals, user's needs, and their psychological behaviour in every stage of design.

Being a highly motivated individual, I believe in evolving every day and always look forward to experiences.

EXPERIENCE

Sr. UX Designer
Ajio Vyapaar (Mar 2023 - Currently)

Sr. UX Design Consultant -
UX-Mint (Mar 2021 - Feb 2023)

Sr. UX-UI Designer - IBM via Alchemy Techsol (Jan 2017–Feb 2021)

Co- Founder - 4Buffs Productions (Sep 2014 – Nov 2016)

Creative Head & Patner Archilizers (Oct 2013 – Aug 2014)

UX-UI Designer - Commonfloor.com (Nov 2012–Aug 2013)

Visual Designer - AICL Communications (April–Aug 2012)

Graphic Design Intern - Desmania Design (Sep 2011–Feb 2012)

Graphic Design Intern - Foley Design (May – June 2011)

TOOLS

Figma
Sketch
Adobe XD
Miro
InVision
Html-Css
Adobe Creative Suite

EDUCATION

Masters in Designing
MIT Institute of Design (2009 -12)

Bachelor of Fine Arts
IPS Academy Indore (2005 - 09)

SKILLS

Empathy Research
Brain-storming
Heuristic evaluation
Mind- mapping
User Interviews
UX Design Psychology
Competitive Analysis
Personas
UX Strategy
Wireframe
Information Architecture
Task flow
Card Sorting
Interface design
Rapid Prototyping
Usability Testing
User Acceptance Testing

BADGES & CERTIFICATION

Certified Usability Analyst
HFI (2020)

User Experience Design
UX-Mint (2019)

Enterprise Design Thinking
Practitioner (IBM in 2019)

Client Centricity
(IBM in 2018)

IBM Agile Explorer
(IBM in 2017)