

Pranjali Sonker

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SUMMARY

As a UI/UX Designer with 2 years of experience, I have a proven track record of creating user-centric designs that drive growth and engagement. At **Startup Campus Varta**, I contributed to a 10% increase in user growth by designing intuitive and effective user experiences. I also had the opportunity to work at **Adglobal 360**, where I collaborated with cross-functional teams and developers on various projects for **Maruti Suzuki**, helping to deliver impactful designs that met client goals. My expertise includes Figma, UX research, interactive design, and the design process, allowing me to create visually appealing, user-friendly, and interactive designs. I thrive in fast-paced environments, effectively managing multiple projects under pressure while ensuring high-quality outcomes.

SKILLS

UIUX Designer : User Research, Wire framing & Prototyping, UI Design, UX Design ,Figma, Flow Diagrams,Creative Solution,UI/UX Design,Mobile App Design (iOS & Android),User-Centered Design (UCD),Wire framing & Prototyping,High-Fidelity Mockups,Usability Testing,User Research,User Personas & Journey Mapping,Interaction Design,Responsive Design,Sketch,Photoshop,Illustrator,Cross-functional Collaboration,Stakeholder Communication,Design Documentation,Design Review & Feedback,User Experience Optimization,A/B Testing,Data-Driven Design Decisions,UX Problem Identification & Troubleshootin,Design Audits & Usability Reviews,Usability & Accessibility Standards,Design Systems,Human-Computer Interaction (HCI)

EXPERIENCE

UIUX Designer

LUCKNOW,INDIA

Dec till date

- **Designed the Campus Varta app from scratch**, delivering a seamless user experience that helped users feel comfortable and confident while interacting and iterating on the app.
- **Created user-centered designs** focused on ease of use and engagement, which led to increased user satisfaction and adoption.
- **Developed visually appealing, innovative designs for Maruti Suzuki**, aligning with the brand's values and vision.
- **Delivered high-quality projects**, resulting in strong client satisfaction and positive feedback on the completed work.
- **Added 10% more value to design iterations** by continuously refining based on user feedback and improving the overall usability of both platforms.

Adglobal360

UIUX Designer

GURGAON, INDIA

06/2023 to 12/2023

Created visually captivating and innovative designs for Maruti Suzuki, ensuring alignment with the brand's core values and strategic vision to enhance its market presence.

Campus Varta

UIUX designer

PATNA (Remote), INDIA

04/2022 to June/2023

Designed a user-centered app from scratch, incorporating intuitive features and seamless functionality that contributed an additional 10% value to the company by improving user engagement and satisfaction.

E D U C A T I O N**BCOM**

Lucknow University

LUCKNOW, INDIA

2016 to 2019

M.Des

NIFT,Benglore

Benglore, INDIA

2020 to 2022