

# Swati Soni

## Creative Head

✉ www.dribbble.com/swatisoni  
✉ contact.swatisoni@gmail.com  
(M) 9810563162

I am a core UI/UX designer with significant experience in product design, strategy and leadership for cross functional and creative teams. I have worked closely with product owners, managers, sales and marketing professionals to deliver strategies that bridge the gap between user experience and user interface.

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## Work Experience

### Appinventiv | CREATIVE HEAD

JUNE 2015 - PRESENT

- Manage documentation of holistic interface design and interdependencies with various work streams and decisions.
- Interact with key stakeholders, sell the benefits of User Experience (UX) to clients and build and deliver product roadmap for the UX team.
- Work with creative and content teams to define key goals for consumer testing, develop materials to be tested and write reports for key insights/findings.
- Set design direction and establish UX guidelines for products.
- Lead ideation workshops, design thinking, and brainstorming

### Appstudioz | CREATIVE HEAD

DECEMBER 2012 - JUNE 2015

- Provided design leadership and supervision for major strategic projects with flawless planning, conceptualization and development
- Lead a growing team of talented User Experience professionals, providing mentorship to broaden their skills and manage their career growth – conducting performance reviews, critiquing design work and recruiting top talents for the company

# Xceed IT Solutions | Visualizer

AUGUST 2009 - NOVEMBER 2012

- Visualize the user journey from start to finish and articulate it through experience design
- Create and develop clean, end-to-end user experiences that meet project goals and objectives
- Confidently present design decisions to teams and stakeholders, articulating and rationalizing needs against user insights and business goals

## Skills

### Interaction

User Research  
User Stories  
Wireframing  
Prototyping

### Visual

Mobile UI Design  
Responsive Web  
Branding  
Illustrations

### Softwares

Adobe Suite  
Sketch  
Invision  
Balsamiq Mockups

## Education

### Bachelors in Multimedia Design

Apeejay Institute of Design, New Delhi | 2009

## Honors

### Fourth Runner Up at 6E Appsters, Indigo Airlines

An appathon organized by **Indigo Airlines** invited entries on how to improvise their current mobile app to drive more engagement. My entry was selected among 1000+ entries from across the nation. The contest required us to pass through several rounds, with the final round requiring us to make a presentation in front of the esteemed jury.