



Sonali Uttarwar

UI/UX Designer

Craftsmanship Award 2023

CEO Award Winner 2024

Core Value Champion

Portfolio
[sonali-ux-portfolio](#)

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Education

Bachelor Of Engineering (ETC)

2012 - 2016, Nagpur

Certifications

DesignBoat UI/UX School

Sept 2021 - Jan 2022

Tools

Figma, Miro, Photoshop, Illustrator

About Me

I am a UI/UX Designer with 2.6 years of experience, based in Pune, specializing in creating intuitive and user-friendly products. My approach emphasizes rapid testing of assumptions to optimize time and resources. By working closely with clients, I transform their ideas into user-validated solutions. We focus on prioritizing key features and user needs to build Minimum Viable Products (MVPs), enabling continuous iteration and improvement based on user feedback.

Experience

UX designer | Taazaa Tech Pvt. Ltd.

July 2024 - Present, Noida

- Led the redesign of Braincamp's EdTech platform, resulting in a 20% increase in user engagement and a 15% improvement in overall task completion rates based on post-launch usability tests.
- Collaborated with cross-functional teams across 4 departments to ensure seamless integration of design elements, managing client communications and feedback loops, achieving a 95% client satisfaction rating.
- Conducted usability testing and iterative design processes, leading to a 30% reduction in user errors and enhancing product performance by 25%.
- Designed a comprehensive super admin dashboard for CookingGenie, streamlining operations for over 100 kitchen aides and improving task efficiency by 40%. Leveraged quantitative data, resolving over 75% of identified issues in the first round of testing.
- Led user research, developed information architecture, created wireframes, and delivered visual design that contributed to a 20% increase in customer retention for CookingGenie. Collaborated with 5 business managers, partners, and stakeholders to define product requirements and establish the product roadmap.

Associate UX designer | Taazaa Tech Pvt. Ltd.

April 2022 - June 2024, Noida

- Developed an optimized workflow for uploading construction site photos during inspections and site visits, increasing productivity by 25% and reducing delays in data sharing by 30% throughout construction projects.
- Crafted user journeys, wireframes, and designs, ensuring prompt delivery of solutions, with a 95% adherence to project timelines and successfully incorporating client feedback in 85% of iterations.
- Collaborated with the Braincamp team on an EdTech project to redesign their website, leading to a 20% improvement in user satisfaction scores and a 15% increase in site traffic post-launch. Worked closely with 6 stakeholders to gather requirements and design tailored solutions.
- Played a crucial role in assisting senior designers with the development of SaaS platforms, contributing to a 10% improvement in design system efficiency, 50 user interviews, and successful prototypes that increased feature adoption by 20%.

Skills

- Design Thinking
- User-Centered Design
- Information Architecture (IA)
- Interaction Design
- Wireframing
- Prototyping
- User Testing
- A/B Testing
- Usability Testing
- Card Sorting
- User Journey Mapping
- User Personas
- Problem-Solving
- Cross-Functional Communication
- Empathy Mapping
- Storytelling
- Attention To Detail
- User Interviews
- Mobile Design
- Visual Design
- Cross-Platform Design
- User Interface Design Patterns