Pinkle Soni
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Experience

UI/UX Designer Intern/ Thinkverse
DEC 2023 - PRESENT, Boston, MA

- Implemented dynamic design system for B2C website, resulting in a 13% increase in conversion rate
- Enhanced educator interface for LLM-based web app, by integrating AI math tutor for optimal engagement
- Spearheaded user acceptance testing with 5+ participants, and authored testing scripts.
- Synthesized data, into easy-to-understand insights, further iterated to successfully cut down navigation time.

Lead Product Designer / APM club, Northeastern University
MAY 2023 – DEC 2023, Boston, MA

- Used data from Hotjar analytics (heatmaps, clicks, bounce rate), to create visually appealing design, leading to a 30% boost in user engagement
- Incorporated user feedback to enhance user experience for its SaaS-based product, catering to 700+ active users
- Sparked 150+ team registrations for the hackathon, and increased site traffic by 28%
- Led and participated in design sprints to prototype and iterate

User Interface Designer (Web) / V.N. Exports
AUG 2020 - MAY 2021, Gujrat, India

- Boosted sales by up to 25% for its website, by conducting market analysis of 5 different apps for designs
- Developed a responsive and cross-browser prototype using XD, HTML/CSS, and ReactJS to resolve design-related challenges, resulting in a remarkable 15% boost in conversion rates
- Worked with package designers to design layouts for different materials for corporate gifting using Figma

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Projects

Wellness Tracker App / Mobile App Design

Designed HIPAA compliant iOS mobile app, to send medicine reminders and track health of family and friends, and get emergency assistance, with help of Apple's Human Interface guidelines

Zoom App / Web App Design

Redesigned Zoom to help students overcome communication and collaboration hurdles in virtual meetings, tackling psychological barriers, non-verbal communication challenges, and prioritize engagement.

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Education

Master of Science in Information Systems
Northeastern University
JAN 2022 - DEC 2023, Boston, MA

Global work citizen Badge Recipient
Grad Women Coders Club Head

Relevant coursework: Web design and User experience engineering, Database management system, Planning and Management, and Business process engineering

Bachelor's in Information Technology
SRM- Institute of Science and Technology
JUL 2016 - MAY 2020, India

Relevant coursework: Web development, Cloud computing, and Database Management Systems.

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Skills

Tools: Figma, Miro, Adobe Creative suite (Illustrator, InDesign, Photoshop, XD), Excel

Design: Usability testing, Visual Design, Wireframing, Prototyping, User stories, User Flows, Design System, Heuristics, SaaS Design, Mobile Apps. Website Design

Visual: Typography, Layout, Grid System, Color theory, Design System, Brand Identity

Technical skills: HTML/CSS, JavaScript, Bootstrap, React.js, MySQL, Agile/ Scrum