BHOOMIKA SONI

UI UX Designer | Product Designer

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PERSONAL PROFILE

As an innovative and results-oriented UI/UX Designer with 10 years of experience, I specialize in creating intuitive, user-centered designs. My expertise spans UX design, product strategy, wireframing, prototyping, user research, interaction design, and accessibility testing. I excel at transforming complex concepts into elegant, functional solutions. By collaborating closely with product managers, engineers, and cross-functional teams, I ensure a deep understanding of requirements, delivering creative and impactful solutions.

EDUCATION

2010 – 2014
Vivekananda Institute of Technology
B.Tech in IT

SKILL

- Figma, Sketch, Photoshop, Balsamiq, Adobe XD
- CSS3, HTML5
- Bootstrap, Material UI, SLDS
- Cross-Browser Testing
- Accessibility Testing
- Usability Testing

SPECIALITY

- User Research
- Interaction Design
- Usability Testing
- Wireframing
- Prototyping
- Responsive Design
- Visual Design
- User Flows
- Accessibility
- Journey Mapping

TOOL

- JIRA
- Confluence
- Slack
- Voiceover

WORK EXPERIENCE

Sr. UI / UX Designer | Metacube Softwares Pvt. Ltd.   **2018-NOW**

- Collaborate with product managers, engineers, and cross-functional teams to define product vision, gather requirements, deliverables, and deliver creative, user-centric solutions.
- Develop design systems with wireframes, flow diagrams, storyboards, mockups, personas, journey maps, and high-fidelity prototypes to ensure consistency, scalability, and alignment with user needs.
- Conduct user research, including interviews, accessibility, and usability testing.
- Mentor junior designers and lead cross-functional workshops to promote a user-centered design culture

UI DESIGNER | SISL Infotech Pvt. Ltd.   **2017 – 2018**

- Conduct user research and usability testing for both web and mobile applications.
- Create wireframes, mockups, and interactive prototypes for websites and mobile apps.
- Design & develop front-end and responsive web interfaces and adaptive mobile designs that provide a consistent user experience across different devices.
- Work closely with cross-functional teams, including developers, product managers, and marketing, to ensure cohesive design and project alignment.

UI DESIGNER | Decipher Zone Softwares   **2016 – 2017**

- Investigate design requirements, develop UI/UX strategy, and create wireframes, prototypes, and UI elements.
- Test and refine components like CTAs and page layouts.
- Design social media posts and logos.
- Worked on UI components for Angular and Bootstrap frameworks.

WEB DESIGNER | Daksh Infosoft Pvt. Ltd.   **2014 – 2016**

- Create detailed mockups and develop websites and mobile applications.
- Design responsive layouts for a seamless user experience across all devices.
- Design engaging mockups, logos, and social media posts to strengthen brand presence.
- Manage client interaction and refine strategies based on feedback and project goals.