

SONAM GARG

Product Designer UX/UI/AI

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DLF Phase 1, Gurugram



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ABOUT ME

A resolute Product Designer building digital products leveraging UX/UI and AI technology. I bring a strong work ethic and a passion for creating user-centric digital experiences that are both functional and visually compelling.

My design approach is rooted in empathy, ensuring that I deeply understand users' needs, behaviors, and challenges to craft solutions that are effective and intuitive.

With a focus on clean, modern aesthetics, I prioritize simplicity and usability, I also integrate AI-driven solutions to enhance usability, personalization, and efficiency in my designs, keeping security and accessibility at the forefront. I am committed to delivering high-quality work that meets business objectives while exceeding user expectations.

EXPERIENCES

TRUERU / June - Sept 2024

TEAM LEAD UX/UI DESIGNER

Led a team of 7 UX/UI designers and researchers to develop a cosmetic surgery app that leverages AI for users to visualize desired changes through a 2D simulator and share them with surgeons for optimal results

- Lean UX Research: Guided the team through a Lean UX process, validating ideas quickly and gathering continuous user feedback to inform design decisions.
- Mid-Fi and Hi-Fi Prototyping: Directed the creation of both mid-fidelity and high-fidelity prototypes, ensuring the design was user-centered and met business goals.
- User Experience Enhancements: Collaborated with developers, stakeholders, and AI specialists to create a seamless interface for both users and surgeons, streamlining the entire consultation and decision-making process.

EDUCATION

Kingston University, London / JAN 2024 - 2025

MASTER OF SCIENCE USER EXPERIENCE (UX) DESIGN

Sikkim Manipal Institute of Technology / 2004 - 2007

BACHELOR OF SCIENCE DIGITAL COMMUNICATION AND MULTIMEDIA

Air Force Bal Bharti School / March 2004

12LTH CBSE BOARD, BUSINESS

CERTIFICATES

Said Business School, Oxford University / June - Sept 2024

OXFORD AI PROGRAM FOR BUSINESS

LINKEDIN LEARNING / June - July 2024

AGILE UX DESIGN AND RESEARCH, GENERATIVE AI TECHNICAL PRODUCT MANAGEMENT

YMCA NEW DELHI / 2009 - 2010

DIPLOMA IN BRAND MANAGEMENT

MAYA ACADEMY OF ADVANCED CINEMATICS / 2007 - 2009

DIPLOMA IN INTERACTIVE TECHNOLOGY, ANIMATION VIDEO EDITING & GRAPHIC DESIGN

CADD CENTRE DELHI / 2006 - 2007

DIPLOMA IN INTERIOR AND ARCHITECTURE

ARENA ANIMATION / 2004 - 2007

DIPLOMA IN GRAPHICS, WEBSITE, ANIMATION, GAMES, ADVERTISING AND PRINT

MODVEY APPARELS PVT LTD / JAN 20 - NOV 23

ECOMMERCE UX & MARKETING MANAGER

- Redesigned and optimized the e-commerce website for a seamless user experience, improving navigation, filters, and checkout flow.
- Led UX/UI enhancements for Modvey's e-commerce platform, implementing A/B testing and user behavior analysis to boost conversions.
- Enhanced product pages with better UI, visual hierarchy, and engaging content, improving product discoverability and user interaction.
- Managed digital branding & social media, creating high-impact graphics and content to drive engagement and brand consistency.
- Utilized heatmap analysis and user testing to refine the checkout experience, reducing cart abandonment by 15%.

M/S DAVIES EXPO

/ Mar 15 - Dec 2019

PRODUCT DESIGN MANAGER

Year 2015 Joined as **Brand Marketing Manager**

- Utilized UX research to understand customer behavior and preferences, leading to more effective marketing campaigns.
- Applied UX principles to optimize digital and print marketing materials for better engagement and conversion..

Year 2016-17 Promoted to

Product Research Analyst

- Conducted usability testing to ensure product designs met customer expectations and enhanced user satisfaction.
- Provided UX-driven insights to the product team to improve functionality and overall user experience.

Year 2018-19 - Promoted as

Product Design Manager

- Integrated UX methodologies into product strategy, ensuring new products were intuitive and user-friendly.
- Collaborated with designers and researchers to develop prototypes that aligned with user needs and expectations.

FREELANCE EXPERIENCE

UX/UI & DIGITAL PRODUCT DESIGN

- Designed user-centric websites and mobile applications, improving usability, accessibility, and conversion rates.
- Led end-to-end UX processes, including user research, wireframing, prototyping (Figma, Adobe XD), and usability testing.
- Developed scalable UI component libraries and collaborated with developers for seamless implementation across digital platforms.

SKILLS

PRODUCT AND USER RESEARCH

User Interviews and Research, Quantitative and Qualitative Research, Competitor Analysis, Journey Mapping, Card Sorting.

DESIGN AND USER EXPERIENCE

User Experience (UX) Design, Information Architecture, Wireframing and Prototyping, Interaction Design (IXD), Microinteractions.

UI & VISUAL DESIGN

User Interface Design, Visual Design
Adobe Creative Suite - Photoshop, Illustrator, After Effects, Motion design and Animation for UX/UI flow.

EMERGING TECHNOLOGIES & SPECIALIZED DESIGN

Haptic design, Conversation design and Speech Interfaces, Designing for AI, VR & AR experiences.
Unity and Blender for VR & interactive 3D Experiences.

AGILE & DESIGN DESIGNING, SCRUM FRAMEWORK

STORYTELLING & CONCEPTUALISATION

USABILITY & FEEDBACK TESTING, HEURISTICS EVALUATION

INTEREST

EMERGING TECHNOLOGY INNOVATION, CARS & AVIATION, TRAVEL & CULTURAL EXPLORATION, PODCASTS & MUSIC ENTHUSIAST, BOOKS & MOVIES.

LANGUAGES

ENGLISH AND HINDI

REFERENCES

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