

URVIL SONI

UX/UI & Product Designer

urvil.design@gmail.com

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Ahmedabad, India

Portfolio: urvil.me

Innovative UX/UI Designer with 8+ years of experience in crafting engaging and user-friendly interfaces. Proven expertise in collaborating with cross-functional teams to deliver exceptional user experiences that drive business success.

Skills

User Experience
User Research
Wire-framing
User interface
Design System
Visual Design
Hi-Fi Prototypes
Lo-Fi Prototypes
Product Design
Interactive Prototypes

ToolBox

Figma
Axure
Illustrator
Imagine.art
Rive - Intermediate

Awards

Above & beyond |
Team Award
IBase-t | 2022
Above & beyond |
Individual Award
IBase-t | 2023

Personal Interest

Drawing
Traveling
Writing
Illustrations

Professional Experience

TechInformed | Senior UX UI Specialist (Current)

As Digital Customer Experience (UX/UI) Specialist, I design and optimize websites, enhance user experience, analyze customer insights via MarTech tools, and collaborate cross-functionally to deliver high-quality, data-driven digital solutions

IBase-t pvt.ltd | UX UI Designer,

I've been responsible for overseeing the UI and UX of the company's products. This includes managing the roadmap, defining information architecture, and optimising workflows to enhance user experiences

Swarnim Institute of Design | Asst. Professor,

I served as an assistant professor at a university, teaching graphic and visual design, while also developing course structures.

Swivel USA | UX UI Designer, Consultant

I excel in crafting product dashboards, producing detailed case studies, and developing user personas. My skills include wire-framing, designing user-friendly interfaces, and creating prototypes for extensive usability testing.

Lumium Design | Visual Designer & UX/UI Designer

As a visual designer, my role involved overseeing the web presence of clients, focusing on branding, design, and social media integration.

Nascent Technology | Visual & Graphic Designer,

I was examining the social media strategies and branding efforts of emerging companies within Nascent.

Godrej Innovation Centre | Internship UI Designer,

As a UI Designer, I focused on interface and graphic design for applications and websites, ensuring visually appealing and user-friendly digital experiences

Education

Graphic & Visual Communication | MIT Institute Of Design

2015-17

Foundation of Art, Painting and Crafting | Kanoria Art Center

2013-14