

GAURAV SONI

Product Designer

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With over 10 years of experience in solving complex user problems by understanding the business requirements and providing usable solutions to the end-user.

Portfolio link
sonigaurav.com

JOB FOCUS

UX Research

I believe research is a step that fills the gaps between the user and the business. It gives a deeper understanding of the business model, the user's needs and motivations.

Business model understanding, Creating Eco-system map, Creating TG, User interviews, Data gathering, Affinity mapping, Ux vision, Personas, Defining needs, these are all the activities included in my research process.

UX Design

Post data analysis shaping to a product with the help of Journey mapping, Use-case scenarios, User flow, Information architecture, Content structure, building low/high-fid wireframes and usability testing.

SOFTWARE SKILLS

Figma • **Sketch** • **Adobe XD**

Invision • **Flinto**

Adobe Photoshop • **Adobe Illustrator**

SOFT SKILLS

Teamwork • **Mentoring** • **Initiative**

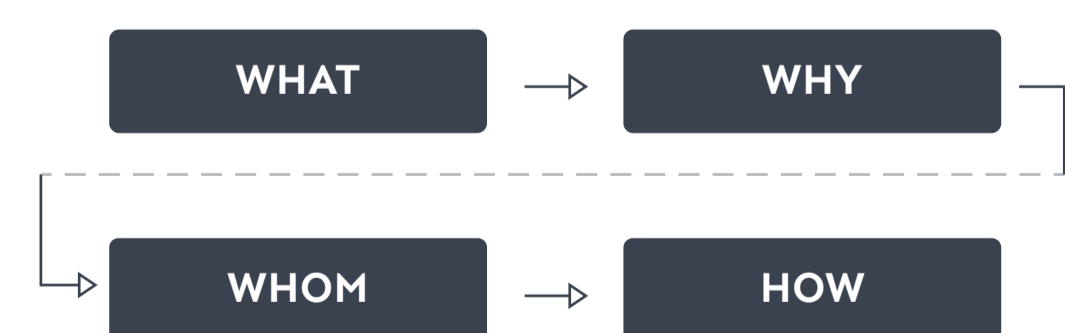
Responsibility • **Self-motivated**

Observation • **Professionalism**

Time-management

PROCESS

Below are the 5 steps which I apply and which works as a sprint. Each step gives you insights that help you drive the next. It is an iterative method that helps you continuously improve and polish your designs.



WORK EXPERIENCE

Medly Pharmacy Oct 2020 • At Present

Lead Product Designer

- Designed a web-based B2B App that enables Doctor's offices to track prescription status in real-time, and streamlines communication between offices and Medly.
- Pairing with Product Manager on gathering requirements from stakeholders.
- Working closely with a UX Researcher on validating the requirements, conducting usability tests and synthesizing the data we collect.
- Taking timely feedback from stakeholders by conducting a demo at the end of 2 weeks sprints.
- Conducted a beta program for learning and collecting early feedback which was a success, one of the key findings was that TAT of a task has reduced to **2 to 3** days earlier which was **7 to 8** days.

Cogoport.com Apr 2018 • Aug 2020

Design Lead

- Led the Design team which involved hiring full-time designers, hiring interns, setting up a design process and building a design culture in a tech environment.
- Conducting daily stand-ups and weekly retrospectives to address design problems and help solve them. Timely feedback (360 degrees) and mentoring team members, grooming them personally and professionally.
- Conducting user research along with the team, scheduling meetings and understanding business and engineering constraints. Based on that setting up deliverables and deadlines.

Yellowslice design studio May 2016 • Mar 2018

UX Designer

- Handled the entire UX design process starting from understanding the business to creating a project plan
- Conducting research, Creating User flows, IA, high-fid wireframes, till delivering final UI design.
- Client meeting along with Business analyst(BA), overlooking the UI design, helping them set up the UI guidelines that align with the brand guidelines.

Neebal Technologies Dec 2012 • Apr 2016

UI / UX designer

- Worked on B2B and B2C products for Piramal and UPL. Designed Android and iOS apps like OK Sir, Adarsh kisaan, Unipower FO.
- Worked closely with developers in terms of design guidelines, specifications, and quality.

Kabra Travels May 2011 • Nov 2012

Graphic designer

- Designed emailers and marketing collaterals. Helped them design and build their marketing website.

When I'm not poring over wireframes or making mock ups, you'll usually find me exploring new cities and towns on my beloved Enfield.