

Soumya Sharma

PRODUCT AND UI/UX DESIGNER

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A results-oriented Product and UI/UX Designer with 5+ years of expertise in researching, designing, and delivering high-performing products. Proficient in collaborating with stakeholders to design inclusive and user-friendly products. Proven track record of shaping efficient and engaging experiences that have significantly enhanced user engagement and experience.

Key Achievements:

- Designed a new user experience from the ground up that exceeded all engagement targets, resulting in a **2.2x increase** in user engagement and driving **7-figure revenue growth within the first year**.
- Prioritized accessibility by complying with **WCAG 2.1** guidelines, resulting in a seamless & inclusive experience for all users.

KEY SKILLS

- User research
- User testing and evaluation
- Information architecture
- Accessibility and Inclusivity
- Wireframing and prototyping
- Design system and layout
- Figma
- Photoshop
- Adobe XD

TOOLS

- Illustrator
- InDesign
- Procreate
- Sketch
- Articulate 360
- Miro Board

PROFESSIONAL EXPERIENCE

Dream Chase Technology Consulting

Product & UI/UX Designer

June 2023 - Present

Remote

- Orchestrated the end-to-end design for a doctor appointment booking app using **Figma & Adobe Creative Suite**, prioritizing mobile responsiveness, while influencing product strategy through design insights, thus reducing booking time by 30%.
- Conducted in-depth **user research** through interviews and surveys on **Miro** to shape user personas and empathy mapping.
- Applied design principles in **Adobe XD** to select typography, composition, and layout for effective visual communication.

Sitelimprove, Inc.

Interaction Designer

Aug 2022 - May 2023

Irvine, CA

- Spearheaded the redesign of the Learning Management System (LMS) using **Figma** to develop **wireframes, prototypes, and high-fidelity designs**. This effort resulted in a **2.2x increase** in user engagement, significantly improved user-friendliness, and a considerably boosted revenue from **6 to 7 figures**.
- Led the Inclusivity and Accessibility team's efforts to achieve full compliance with the rigorous **AA** and **AAA** accessibility standards, using the latest **WCAG 2.1** guidelines, to create an inclusive and accessible experience for all.
- Undertook ownership and managed cross-functional collaboration to design and launch new features like **progress and goal tracking, interactive community portal, and live events registration** within tight deadlines and budget constraints.
- Developed and maintained the design language and the visual, interaction, and accessibility style guides of the entire application suite using Figma, thus ensuring product consistency and a notable enhancement in developer productivity.

Associated Student, Inc.

Product Designer

Aug 2021 - May 2022

Bay Area, CA

- Utilized **user-centered design principles** to conceptualize and iteratively optimize user flows of a travel recommendation app using **InVision**, while also integrating personalization and **gamification**, enhancing user engagement and retention.
- Revamped a mental health app UI, integrating modern aesthetics, information architecture, and animations for improved UX.
- Developed a comprehensive university map using **Procreate** to facilitate student navigation and enhance event experience.

Freelance

Product & UI/UX Designer

Jan 2018 - Nov 2020

India

- Successfully delivered a spectrum of products, notably a coffee ordering app, by leveraging **Figma, Sketch & Photoshop**.
- Engaged in graphic and brand design projects, utilizing **Adobe Illustrator** to create visually captivating short ad films, graphic compositions, and storyboards, resulting in high customer satisfaction and engagement.
- Utilized **Google Analytics** for quantification, revealing a 20-35% increase in user engagement and retention across products.
- Strategically prioritized critical features and conducted **iterative A/B testing** to optimize UX and achieve product goals.
- Analyzed user research data and translated abstract ideas and requirements by creating an **Impact v/s Efforts matrix**.

EDUCATION

Master's Program: Interaction Design (Human-Computer Interaction)

California State University, East Bay (Aug 2020 - May 2022) GPA : **3.78/4.00**

Bachelor's Program: Visual Communication

Unitedworld Institute of Design, India (June 2016 - June 2020)