

# SONALI NIGAM

UX DESIGNER

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## ABOUT ME

I am a user experience designer with background in business. Through meaningful and thoughtful designs, I help organizations build their products and brand. I look at design problems holistically, with the right balance of intuition and strategy

## MY SKILLS

### UX Design & Strategy

Journey Maps  
Brainstorming and ideation  
Workflow design  
Interaction design  
Information architecture  
Prototyping

### User Research

Contextual inquiry  
Persona & scenario building  
Participatory design  
User interviews  
Usability testing  
Task analysis  
Cognitive walkthroughs  
Survey design

### Design Tools

Sketch  
Invision  
Zeplin  
POP  
Keynote

## WORK EXPERIENCE

### User Experience Designer & Researcher

(May 2016 - Present)

#### Cisco (Collaboration Group)

Working on web based portal for Business Edition 4000 and Business Edition 6000 voice over IP phone systems. I am working on end-to-end workflows and detailed design to simplify the setup process. Conducted Usability tests to get feedback on the product to know areas for improvement. Collaborating with cross-functional teams to ensure implementation of product vision, focusing on simplicity. Successfully released Partner portals for BE 4000 and BE 6000 and End User portal for BE 4000.

### User Experience Designer & Researcher

(January 2016 - February 2016)

#### BigCommerce

Define the onboarding process to reduce customer support calls and increase conversion rate. Conducted user and customer support interviews to analyze existing problems. Created personas, scenarios and journey maps. Defined high level workflows and mockups for the control panel.

### Production Planning & Control Manager

(January 2010 - December 2010)

#### J. L. Autoparts Pvt. Ltd.

Managed demand and supply of auto child-parts. Coordinated part requirements and tracked delivery status. Gained project management skills and worked towards meeting the business goals.

### HR Executive

(June 2009 - January 2010)

#### J. L. Autoparts Pvt. Ltd.

Took preliminary interviews and coordinated hiring for various positions in the company. Trained the workforce and executives with the practice of 5S for workplace organization. Acquired interviewing skills that are applicable to UX research.

## EDUCATION

### General Assembly, UX Design Immersive

San Francisco, CA // February 2016

### University of California, San Diego, Interaction Design Specialization

Through Coursera // October 2015

### Indian Institute of Planning and Management, M.B.A

New Delhi, India // May 2009