SOHNA SINGH
UX/UI Designer

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📍 New Delhi, India

PROFILE

I'm a UI/UX Designer with over 4+ years of experience turning ideas into intuitive, user-friendly designs. I love digging into user insights to create seamless interactions that not only look great but feel natural to use. For me, design is all about empathy—understanding people's needs and crafting experiences that make their lives easier and more enjoyable. I'm skilled in tools like Figma and have a passion for vibrant visuals, clean typography, and problem-solving through design. Whether it's wireframing, prototyping, or fine-tuning the details, I'm all about creating designs that connect with people and deliver real impact.

WORK EXPERIENCE

Tata Consultancy Services | 2020-Present

■ Clinical Platform for Leading Global Healthcare Product Company

- Designed a platform that maps the supplier vendors to the data base, offering a structured approach to presenting information like ouput reports and data insights.
- Led the end-to-end user experience design process for product development, from ideation to final delivery.
- Focused on scalable design systems and workflows to support dynamic and evolving SaaS platforms for B2B environments.
- Developed and maintained a robust set of design tokens for components, ensuring consistency in implementation and adaptability across platforms.
- Conducted in-depth user research to understand the behaviour of the target audience behaviour, their needs, and pain points, through interviews, surveys and usability testing.

■ Employee Resourcing Platform

- Redesigned an employee resourcing platform to enhance the recruitment process, enabling recruiters to efficiently hire suitable candidates for various job positions while delivering an improved user experience.
- Created comprehensive design deliverables, including user flows, wireframes, prototypes, high-fidelity mockups, and detailed design specifications, ensuring alignment with business objectives.
- Delivered fully responsive and accessible interfaces that adhered to WCAG guidelines for diverse user groups.
- Conducted usability testing to refine features and ensure the portal met user needs and organizational goals.

■ Digital Asset Creation and Management Platform

- Designed a platform that leverages AI to offer a comprehensive suite of tools for creating and managing digital assets.
- Enables users to design webpages, social media creatives, and medical documents while also serving as a centralised hub for organising an organisation's digital assets

■ Resource Management Application

- Designed screens for multiple user roles within the internal resource allocation system, catering to different access levels: edit and upload, view and approve/reject, and read-only access.
- Collaborated closely with internal teams to understand needs, identify inefficiencies, and translate them into intuitive design solutions.
- Developed wireframes, prototypes, and high-fidelity designs to accommodate different permissions and interactions for each role.
- Focused on creating intuitive interfaces that allowed for easy navigation and streamlined approval processes.

EDUCATION

Postgraduate Diploma in Communication Design
Pearl Academy, New Delhi | 2018-2020

Bachelors of Commerce (Honours)
Dayalbagh Educational Institute, Agra | 2013-2016

SKILLS

- User Research & Usability Testing
- Interaction Design
- Design Strategy & Roadmaps
- Wireframing & Prototyping
- Accessibility & Inclusive Design (WCAG Standards)
- Visual Design
- Cross-functional Team Leadership
- Design System Development

TOOLS

- Figma
- Adobe CC Suite
- Framer
- InVision

CERTIFICATIONS

UX Foundations: Accessibility
LinkedIn Learning | 2023

User Experience for Web Design
LinkedIn Learning | 2021

Design Thinking
HEC Paris (Coursera) | 2020

AWARDS

Best Team Award | 2022, 2023, 2024

Applaud for Team Award | 2023