SOHINI KHATUA

UX/UI | Product Designer

A designer passionate about creating better user experiences through meaningful designs and problem solving.

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www.sohinikhatua.com

SKILLS

RESEARCH
- Surveys
- User Personas
- Usability Testing
- Affinity Mapping
- User Interviews
- A/B Testing

DESIGN
- Sketching
- Wireframing
- High Fidelity Prototyping
- Interface Design
- Component Library
- HTML/CSS

SOFTWARE/TOOLS
- Figma
- Adobe Suite
- chatGPT
- Google Analytics
- Jira
- Zeplin
- Fullstory
- Useberry

EDUCATION

Master of Public Health
University of Alabama at Birmingham
2020

B.S. in Psychology
University of Houston
2017

WORK EXPERIENCE

UX/UI Designer   2022-Current
EverCommerce
- Manage the design of a Fleet Routing Optimization workflow and UI, with geofencing integrations to enhance efficiency, reduce costs through optimized fuel consumption, and streamline routes to significantly save time
- Build high-fidelity prototypes, component library, style guide and definitions to ensure consistency across all products
- Create and conduct usability tests among diverse pools of end-users and stakeholders, and effectively communicate findings to substantiate design decisions or proposed changes
- Work closely with stakeholders, product managers, and engineers to collaborate on designs, ensuring business and product needs are met

Software Engineer   2020-2021
Academy Mortgage
- Contributed to the development of products from specifications definition through successful deployment
- Conducted weekly User/Business testing sessions
- Improved UI responsiveness, implemented style changes, and added different functionalities to business and development applications

Software Engineer Intern   2020
Academy Mortgage
- Developed, maintained, and shipped production code primarily using HTML, CSS, JavaScript, React, and SQL
- Participated in daily standups, weekly code reviews, and biweekly sprint planning

Programming Instruction Manager   2019-2020
Code Ninjas
- Managed a team of six instructors in guiding students toward success
- Closely monitored student advancement through the curriculum, adjusting as needed to prevent setbacks