Pooja Soni

UI | Visual Designer

About Me

Hello, I am Pooja, a UI visual designer based in Milton Keynes, Buckinghamshire. I have over 14 years of experience as a designer with a keen interest in UX design and creating amazing onsite customer experiences.

Skills

- UI UX Design
- Interaction Design
- Design System
- Adobe
- Figma
- Sketch

Education

- 2007 - 2008
  BA (Hons) Graphic Design
  University of East London

- 2005 - 2007
  HND in Graphic Design
  Wigan & Leigh College

Contact

- poojasoni1@outlook.com
- www.poojasoni.com
- Milton Keynes, UK

Experience

- Jan 2022 - Sept 2022
  UI Designer
  Alchemy Machines

  Redesigning the AI machine learning web application from start to finish giving the application a new visual language and building a new design system.

- Nov 2021 - Jan 2022
  UI Designer
  Modern Human (Client: Blackboard)

  Working closely with the researcher and UX designer to redesign some features for an educational web application and adding new features and elements to the design system.

- Jun 2019 - Jun 2020
  UI Visual Designer
  Moneyfarm UK

  Working in an agile environment closely with developers, product managers and UX researchers to create products for the web and mobile app. Designing prototypes, adding new UI elements to the design system where necessary, assisting with QA and delivering the final designs to the developers.

- Oct 2017 - Nov 2018
  Digital Designer
  Mcdonald Butler

  Designing account-based marketing campaigns for different clients from start to finish designing booklets, emails, landing pages, letters, labels, direct mail marketing, event stationery, PowerPoint and video brochures. Coding websites, landing pages and emails using platforms like HubSpot and WordPress.

- Jul 2014 - Dec 2016
  Web Designer
  Mothercare & ELC UK

  Working with the team to maintain an e-commerce website. Designing and coding brand landing pages, researching, conceptualizing and designing for major events like Christmas, Easter, Black Friday and seasonal sales on CMS Platform Demandware.