

Gitesh Soni

Product Designer | UX Designer

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PORTFOLIO LINKS

 <https://www.behance.net/giteshsoni>

 <https://dribbble.com/giteshsoni>

 <https://www.linkedin.com/in/giteshsoni>

TECHNICAL SKILLS

Product Design | User Research
User Experience & Interface Design
Surveys | Persona's | Interviews
Info. Architecture | Accessibility
User Journey | User flow
Wireframing | Prototyping
Website, Mobile & Dashboard Design
Interaction Design | Brand & Identity
Huristic Evaluation | Site Mapping
Product Strategy | Visual Design
Competitive Analysis | Accessibility
Usability Testing | AB Testing
Documentation & Reporting

SOFT SKILLS

Problem Solving / Communicative
Leadership | Client Handling
Requirement Gathering / Analysis
Research Methods | Teamwork
Presentation | Design Thinking
Empathy | Design Process
Conceptualization | Ideation

TOOLS EXPERTISE

• Microsoft Office • Figma
• Adobe XD • Photoshop • Illustrator
• After Effects • Research & AI Tools
• Balsamiq • Invision • Axure
• Excel • Power Bi • Jira

QUALIFICATION

BBA-Marketing(Graduation)
2014 - 2017, (BVDU, New Delhi)

PROFILE

With over **6 years** of specialized experience in **Product Designer and UX Designer, combined skills of Research and Analysis.**

My expertise includes translating market insights into effective design strategies and product development. A dedicated team player, I bring a strong work ethics and collaborative approach to drive successful outcomes.

PROFESSIONAL BACKGROUND

UX Designer

Feb,2023 (Present)

 **Analec Infotech Pvt Ltd (CRM | Fintech)**

Daily Task Include:

- Requirement Gathering & Insights | Scrum Calls Discussions.
- Conduct Research, Market Analysis & Competitor Analysis.
- Documentation like Design Specifications, Style Guides, User Flow, Wireframe & User Journey maps | Maintain UI Style Guide.
- Work with Cross-Functional Teams & Brainstorming sessions | Collaborate with Product Managers, Engineers, & Stakeholders.
- Create Wireframes & Prototypes into Design Concepts | Plan & conduct Usability Testing to gather feedbacks.
- Collaborate with Developers to produce High-Fidelity Designs, Visual Elements & Interactions to align user experience.
- Present Design Concepts | Take feedbacks as Design Iterations.
- Define User Interactions, Transitions, & Animations for Seamless & Intuitive user experience.

Skills: Documentation, Research & Analysis, User Centeric Design, Roadmap Discussion, Product Design, Collaboration, Wireframing & Prototype, Viusal Design, User Testing, Info. Arch., Interaction Design, Requirements Gathering, UXUI Design, User Flow, Problem Solving, Web, App & Dashboard Design, Data Analysis, Brainstroming.

UIUX Designer

Nov,2021-Jan,2023 (1.3 Yrs)

 **Nickelfox Technologies Pvt Ltd**

Daily Task Include:

- Brand Strategies | Guiding & Mentoring Juniors | Scrum Calls.
- Implement Content & Design Ideation process | Social Media Creative Design, Animation & Interaction Design.
- Collaborate with Cross-Functional Teams and Optimize Design according to feedback suggestions.
- User-Centric Design approach | Prototype & Wireframing.
- UXUI Designing for smooth user experience | Aligned Design with Brand Identity & UI Design System Kit.
- Requirement Gathering, Interviews and Group Discussions.

Skills: Gather Requirements, Product Design, Graphic Designer, Ideation, UXUI Design, Research, Prototyping, Userflow, UCD, Wireframing, Interaction Design, UXUI Design, Web & App Design.

COURSES

Google UX Design (Pro. Certificate)

2021-2022 (Coursera)

UXUI Design (Certificate)

2022-2023 (Graphic Guruji)

Graphic & Web Design (Diploma)

2017-2018 (Oxford Software Institute)

Animation Design (Diploma)

2019-2020 (MAAC)

HOBBY & INTEREST

Learn, Improve & Build

Problem Solving

Health & Fitness

Technologies

Explore & Risk

Music & Fashion

Visual Designer and Strategist

Apr 2020-Nov,2021 (1.8 Yrs)

Setters (Advertising Agency)

Daily Task Include:

- Content Strategist, Research, Planning & UXUI Design.
- Team Discussions, Brainstroming , Group Discussions & Meetings.
- Design Visuals & Ideation for different type Brands & Cordinating.
- Visualizing and Guiding & Mentoring other team memebbers.
- Client Handling and Managing Work.

Skills: Branding, Graphic & Motion Graphics, Social Media Marketing Strategies, Brand Identity & Design, Interaction Design, Web Design, UIUX Design, Research, Client Handling, Strategist, Team Cordination.

Graphic & Web Designer

Mar 2018-Mar 2020 (2.1 Yrs)

Rameshwar Chawla designs (Design Agency)

PROFESSIONAL PROJECTS

- **Implemented Insights Learning Website Pages UXUI Design** for InsightsCRM.com which bring new freshioness.
- Designed various modules and problem solutions of three different products of InsightsCRM: **1. Research, Sales & Trading 2. Institutional Business 3. Asset Management.**
- Designed Zoom & LinkedIn **Integration UXUI Designs.**
- **Introduced UI Design KIT System** of Analec Infotech which help them to stand parallel at their competitors level.
- **Developed Content Distribution UXUI Design** | Revamp Research Analysis Module and change into latest design trend.
- **Designed Dashboard Revamp UXUI Design** for Resonate(RW).
- **Web App UXUI Design** of InsightsCRM which bring their more user and increased their user engagement rate.

PERSONAL PROJECTS

- **Trekngo Travel Website Design** for Trekngo.com | Revamp the website UXUI Design with branding & Marketing on social media.
- **SweetEscape Travel Website Design** for thesweetescape.com | Revamp the website UXUI Design by introducing Design UI KIT.
- **Foodwale Food App Design** (Assignment).