SONAM CHADHA

Senior Product Designer

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🔗 https://sonamchadha.com   📍 Seattle, WA

EXPERIENCE

Senior Product Designer

Engie Impact   📅 06/2019 - Present   📍 Seattle, WA

- Designed workflow improvements that reduced task completion time by 50%, simplifying user interactions and reducing cognitive load within existing technical constraints.
- Drove Orbit Design System adoption across global teams, shortening design reviews and raising UI consistency by 60%.
- As lead designer, transformed Marriott's RFP into a compelling narrative, co-authored strategy, and built a UX storyboard that shifted the conversation from features to a pilot-first partnership, demonstrating strong product design and user experience skills.
- Led UX strategy across multi-product platforms, applying design thinking to solve complex problems.
- Mentored junior designers while running workshops and alignment sessions, fostering a growth mindset and accountability.
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UX Designer

Carbonite   📅 11/2018 - 05/2019   📍 Boston, MA

- Designed end-to-end UX for IT management dashboards, improving efficiency by 20% through intuitive design concepts.
- Conducted user research and iterative testing to refine admin workflows, ensuring a user-centered approach.
- Unified design across acquired product lines for improved consistency, applying core product design principles.

UI/UX Designer

MyRide   📅 04/2018 - 11/2018   📍 Boston, MA

- Enhanced user engagement by 20% with interactive iOS prototypes using Figma and Sketch, showcasing strong interaction design capabilities.
- Created UI guidelines that accelerated design delivery by 30%, demonstrating efficient product design processes.
- Built mobile prototypes for community-facing applications, applying user experience best practices.

Associate Technology

Publicis Sapient   📅 11/2012 - 05/2014   📍 Gurugram, HR

- Improved client satisfaction by 15% by designing responsive web and hybrid mobile UIs for 5 global clients, utilizing technical expertise.
- Improved user engagement by 20% by collaborating with product teams to develop user-centered solutions, demonstrating problem-solving skills.
- Translated complex requirements into effective design patterns, applying design thinking to create intuitive solutions.

SUMMARY

Senior Product Designer with 9+ years of experience driving UX strategy, design systems, and AI-powered solutions. Proven ability to cut task time by 50% across platforms through intuitive design and user research. Created Orbit, a design system adopted by six global teams, and championed accessible design, demonstrating expertise in interaction design, product design, and user experience.

KEY ACHIEVEMENTS

💎 **Product Design Experience**
Cut task completion time by 50% through refined user research and iterative design processes, applying core design thinking principles.

💎 **Created Design System**
Developed a design system with 200+ components, used by 6 global teams for consistency, showcasing expertise in product design and interaction design.

💎 **Research and Usability**
Conducted usability tests improving user satisfaction by 80% across various user interfaces, demonstrating strong user research and problem-solving skills.

SOFTWARE

Software	Level	Rating
Figma	Native	●●●●●
Sketch	Proficient	●●●●○
Dovetail	Native	●●●●●
InDesign	Proficient	●●●●○
Adobe XD	Proficient	●●●●○
Airtable	Native	●●●●●
Adobe Creative Suite	Native	●●●●●

EDUCATION

M.S. Computer Science
University of Massachusetts   📅 2018   📍 Boston

Master of Computer Applications
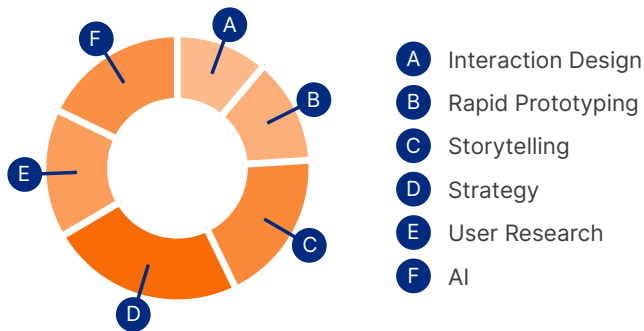Indira Gandhi National Open University   📅 2012   📍 India

Bachelor of Computer Applications
Amity University   📅 2009   📍 India

MY TIME

- A Interaction Design
- B Rapid Prototyping
- C Storytelling
- D Strategy
- E User Research
- F AI

PROJECTS

Utility Data Management at Engie Impact
📅 06/2019   📍 Seattle, WA

Integrated sustainability data for users, applying user experience principles.

- Transformed Marriott RFP approach, co-authored strategy and UX storyboard that converted a static checklist into a realistic, go-to-market pilot plan, demonstrating strong product design and storytelling skills.
- Contributed to Marriott RFP strategy and UX storyboard, proposing a pilot-first approach aligned to franchise realities, showcasing strategic thinking and user experience design.

GHG Inventory at Engie Impact
📅 06/2019   📍 Seattle, WA

GHG Inventory project aimed at enhancing security and user experience in data handling and authentication.

- Improved data access security by 30% by designing secure Power BI and Okta authentication flows, demonstrating expertise in security and user experience.
- Improved GHG data accuracy by 20% by streamlining inventory data validation and update processes, applying design thinking to solve problems.
- Aligned UX with compliance standards, ensuring GHG reporting tools meet regulatory and client requirements.
- Partnered with product owners and engineering to align UX decisions with compliance and reporting standards, ensuring GHG workflows meet regulatory and client expectations, demonstrating accountability.

SKILLS

Design

UX Strategy & Vision

Design Systems Architecture

Interaction Design   User Research

Prototyping & Testing   UX Storytelling

Web Design   Mobile Design

Leadership & Mentorship

Agile Collaboration

Information Architecture   Prototyping

User Interface   Stakeholder Alignment

Adaptability   Critical Thinking

Problem-Solving   Design Thinking

AI   Accountability   Growth Mindset

Programming

OutSystems   AngularJS   React

JavaScript   HTML/CSS   JQuery

TRAINING / COURSES

Google: Foundations of User Experience

LinkedIn: Foundations of Storytelling

IxDF: Conducting Usability Testing

Udemy: Mobile App Designs

PROJECTS

Client Analytical Platform at Engie Impact

📅 06/2019   📍 Seattle, WA

Client Analytical Platform project designed to streamline user feedback and improve the product based on user research.

- Redesigned CAP search experience with hybrid navigation and multi-term tagging, reducing search time and improving user satisfaction by 80%, demonstrating intuitive interaction design.
- Resolved responsive design issues and standardized UI patterns, enhancing consistency across CAP workflows, applying product design principles.
- Led workshops, usability tests, and documentation, fostering collaboration and knowledge sharing.

Endpoint Protection at Carbonite

📅 11/2018 - 05/2019   📍 Boston, MA

Endpoint Protection project involved enhancing tools for IT teams to manage endpoint security.

- Designed onboarding and admin tools for IT teams, applying user experience and interaction design principles.