

# Sonal Jaiswal

## Product Designer

with 4 years of experience in digital and spatial design

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## WORK EXPERIENCE

### New York Times | Product Design Intern

Jun 2022 - Current | New York City, NY, USA | Remote

- Re-designed a cross-platform storytelling format for the NYT homepage that receives at least 5 million views per day.
- Developed design handoffs and coordinated with the engineering team for visual quality assessment resulting in successful shipping.
- Created a range of interactive mobile prototypes for the information modules within NYT articles.
- Revamped the NYT Video page during Maker Week to make the content discoverable and accessible, by designing a global navigation bar and a hover interaction module.

### Salesforce (Via University Collab) | UX Designer

Aug 2022 - Dec 2022 | Bloomington, IN, USA

- Led a team of three UX designers and collaborated with Salesforce stakeholders to increase the click through rate for Trailhead.com from the main marketing site, Salesforce.com.
- Strategically mapped business drivers across personas, formed design hypotheses, created prototypes and conducted usability testing for the web interface.

### IIDC, Indiana University | UX Designer

Nov 2021 - May 2022 | Bloomington, IN, USA

- Systematized 14 years of quantitative research on course enrollments to establish the educational impact of IIDC by collaborating with project managers.
- Pioneered the design and strategized the content for e-courses which receive 500+ enrollments per year.

### Best Buy (Via University Collab) | UX Designer

Aug 2021 - Dec 2021 | Bloomington, IN, USA

- Proposed a design to improve the Black Friday Sale experience that would save approximately 20 minutes of a shopper's in-store time by collaborating with Best Buy UX researchers.
- Developed customer journey maps, created storyboards and 3D illustrations to elucidate the concept.

### Ultraconfidentiel Design | Architect

Dec 2018 - Aug 2022 | New Delhi, India

- Spearheaded a team of 3 designers to develop the design from concept to execution by coordinating with cross-functional stakeholders.
- Led the market research to ensure product quality and budget optimization in vendor selection.

## EDUCATION

### Masters in Human-Computer Interaction

Indiana University Bloomington, US

GPA 4/4 | Aug 2021 - May 2023

### Bachelors in Architecture

Indraprastha University, India

GPA 3.7/4 | Aug 2013 - Aug 2018

## SKILLS

### Design and Research

Interaction Design, User Experience Design, User Interface Design, Visual Design, Design Handoff, Information Architecture, Design Systems, User flows, Storyboards, Prototyping, Design Strategy, Interviews, Literature Review, Usability Testing, Task Analysis, Journey Maps, Affinity Mapping, Personas, Competitor Analysis, Card Sorting, Cognitive Mapping, Contextual Inquiry

### Tools

Figma, Sketch, Miro, Adobe Creative Suite, HTML, CSS, Microsoft 365, Procreate, Autocad, Revit, Rhino

## ACHIEVEMENTS

### Adobe Creative Jam + New York Times

Achieved a position in the top 10 finalists for designing a mobile app with a teammate which increased credibility in election news.

### Academic Excellence in B.Arch

Recognized with an honorary award as one of the top five students in a batch of 120 for overall performance in the program.

## VOLUNTEERING EXPERIENCE

### Mindfulness @ Art of Living

Delivered 10+ talks to a group of about 30 people on mindfulness and mental health.