

# Swati Soni

## Product Designer



[www.swatisoni.com](http://www.swatisoni.com)

[contact.swatisoni@gmail.com](mailto:contact.swatisoni@gmail.com)

(M) 9810563162

### Work Experience

#### Appinventiv | Creative Head

Jun 2015 - PRESENT, NOIDA

Currently I lead a team and work as **UX lead on a blockchain enabled, XR based social networking app called VEME**. I conduct design sprints and am responsible for wireframing, prototyping and driving the art direction for the product.

Previously I have worked as lead designer for my company's corporate website. I contributed as a visual designer and also lead the team to film an official video for the website.

I collaborate closely with product managers, developers, researchers and marketing team.

#### Affle Apstudioz | Creative Head

Dec 2012 - Jun 2015, NOIDA

- I was responsible for wireframing, prototyping and designing various mobile apps and websites for numerous clients.
- I contributed as a visual designer for the corporate website and worked on all the marketing material for company's branding.
- I lead a growing team of talented User Experience professionals, providing mentorship to broaden their skills and manage their career growth – conducting performance reviews, critiquing design work and recruiting top talents for the company

#### Xceed IT Solutions | Visualiser

Aug 2009 - Nov 2012, NOIDA

- I was responsible for creating and developing clean, end-to-end user interfaces for websites that meet project goals and objectives
- I was responsible for presenting design decisions to teams and stakeholders, articulating and rationalizing needs against user insights and business goals

### Education

#### Apeejay Institute of Design | Bachelors in Multimedia

2005 - 2009

Pursued Bachelors in Multimedia(with Honors) from Apeejay Institute of Design affiliated to Guru Nanak Dev University, Amritsar and secured 80% in the final semester.

### Skills

#### Illustrations & UI graphics

Concept Sketches

User Personas

Storyboarding

Information Architecture Maps

User Flows

Wireframing

Rapid Prototyping with Invision

### Tools

Adobe Photoshop

Adobe Illustrator

Sketch

Balsamiq Mockup

Invision

Mindmaple

### Recognition

#### 6E Appsters by Indigo Airlines | Fourth Runner Up

2015