

SWATI SONI

SENIOR PRODUCT DESIGN LEADER — B2B SAAS PLATFORMS & WORKFLOW SYSTEMS

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SUMMARY

Senior Product Design Leader with *15+ years of experience in B2B SaaS, focused on simplifying complex workflows and modernizing legacy platforms*. Strong in system-level reasoning, cross-functional alignment, and guiding product teams through ambiguity. I work from first principles: understand the actual workflow, clarify the decision path, then define interaction patterns that scale. I mentor designers in problem framing, rationale development, and steady execution.

CORE SKILLS

- Enterprise Workflow Analysis & Re-architecture
- Platform Modernization & Legacy System Unification
- System Mapping & Process Simplification
- Design Systems, Pattern Libraries & UI Governance
- Cross-Functional Strategy (Product / Engineering / Operations)
- Mentorship & Design Maturity Development
- Discovery Workshops & Stakeholder Alignment
- Incremental Delivery in High-Ambiguity Environments.

SOFTWARE SKILLS

Figma, Figjam, Miro, Jira and Confluence

PROFESSIONAL EXPERIENCE

Manager - Product Design | Emids

Nov 2019 - Present

Led design for a multi-year platform modernization initiative unifying several legacy applications into a single workflow system for healthcare payor operations.

- Worked with operations SMEs to map existing workflows, identify bottlenecks, and clarify decision paths across legacy systems.
- Re-structured end-to-end workflows to reduce redundancy and cognitive load before visual design began.
- Defined interaction patterns and behavior standards across modules (Document Request, Audit Workload, Review Audit) to create a coherent platform experience.
- Established early design system foundations to support consistency and reuse during incremental migration.
- Mentored junior designers in workflow breakdown, rationale development, communication with stakeholders, and steady delivery habits.
- Collaborated with distributed Product and Engineering teams to maintain alignment through structured reviews and shared documentation.

Result: Reduced workflow fragmentation and created a scalable platform model used as the basis for ongoing product expansion.

Additional Work within Emids:

- Designed workflows for a payment integrity platform supporting claim documentation review and reconciliation.
- Currently leading design for an iPad application used by CRO field teams, focused on clear task sequencing and ease of use in on-site environments.

Creative Head | Appinventiv

Jun 2015 - Oct 2019

- Designed end-to-end experiences for multiple B2C mobile products across retail, media, and on-demand services.
- Partnered with product owners and engineering teams to define flows and prototypes.
- Ran iterative usability reviews to refine task clarity and adoption.
- Developed reusable UI patterns to support delivery across parallel projects.

Creative Head | Affle (Previously AppStudioz)

Dec 2012 - Jun 2015

- Delivered mobile-first applications across consumer verticals.
- Built foundational skills in interaction patterns, usability, and design execution under delivery constraints.

Visualizer | Xceed IT Solutions

Aug 2009 - Dec 2012

- Designed end-to-end web and marketing experiences, managing projects across ideation, visuals, and delivery within agile timelines.

EDUCATION

Bachelors in Multimedia Design

Jun 2005 - Jun 2009

Apeejay Institute of Design, New Delhi

PORTFOLIO

Website: www.swatisoni.com

Others:

- [Dribbble](#) →
- [Behance](#) →
- [Linked In](#) →
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