

TARANG SONI

User Experience Designer | Marketing

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CAREER OBJECTIVE

A talented individual with a user experience and marketing background, and a strong desire to utilize my UX research, interaction, wireframing and prototyping skills as well as the ability to learn new technologies swiftly to contribute to making the design successful.

WORK EXPERIENCE

Life Fitness App and Responsive Website

UX Designer, UX Researcher, Interaction Designer

- **Researched, Designed, Created and Tested** a fitness app and responsive website for "Next Billion Users (NBU'S)" so they could access the fitness services in an interactive way with a touch similar to a personal trainer.
- Used various methods such as performing interviews, paper and digital wireframing, and low and high-fidelity prototyping in tools such as Google Forms, Lucidspark, **Figma, Adobe XD** and UserTesting.
- **Identified information architecture, created iterating designs, conducted various usability tests and performed accounting for accessibility**

WorkForce Website

UX Designer, UX Researcher

- Researched, Designed, Created and Tested a scheduling website for restaurants for easy scheduling and communication.
- With accessibility in mind, **conducted interviews** and produced **high** and **low-fidelity paper** and **digital wireframes using tools such as** Google Forms, Lucidspark, UsabilityHub **and Adobe XD.**

Hungry Sandwiches App

UX Designer, UX Researcher

- Researched, Designed and Created a food ordering application for Hungry Sandwich shop.
- Performed research and interviews while creating both high and low-fidelity paper and digital wireframes using tools such as Mural and **Figma.**

EDUCATION

Bachelor's of Commerce

Gujarat University

📅 2017 - 2019

📍 Ahmedabad, India

Diploma - Business Marketing

Mohawk College

📅 2020 - 2022

📍 Hamilton, ON

CERTIFICATIONS

- **Google UX Design Professional Certificate.**

SKILLS

- **User Research, Wireframing, Prototyping, Usability Testing, Web design, Application Design**
- Storyboarding, Design thinking, Creative Strategy, Accessibility.
- Decision mapping, Affinity mapping, Empathy, Collaboration, Flexibility.
- Market Research, Market Strategies
- Verbal and written communication.
- Google (Sheets, Slides, Docs), Microsoft Office (Excel, Word, etc)

CODING

- HTML, CSS, JavaScript

TOOLS

- **Figma, Adobe XD, Sketch**
- **Principle, Proto.io, Adobe CC**
- Mural, Lucidspark, UsabilityHub