



Sonali Mathia

PRODUCT/UX DESIGNER

CONTACT

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WHAT CAN I OFFER

Over 15 years of experience working as a designer and tester in the IT industry. Specialized in advocating user-centered approach on a daily basis. I combine end-user and business goals with new insights and work with people, tools and processes to deliver an optimal solution.

EDUCATION

Hochschule Rhein-Waal

MSc Usability Engineering
2017/2020

Gujarat University

BE Computer Science
2004/2008

LANGUAGES

English - Fluent(C1)
German - Intermediate (B2)

WORK EXPERIENCE

Haufe & Aareon GMBH | 2023 - Present

- As a lead UX designer conducted user research and testing, leveraging insights to iterate and enhance product features for 150+ housing companies
- Designed and implemented scalable design systems to ensure consistency and efficiency across multiple products
- Collaborated with stakeholders and develop strategic UX roadmaps

Talend GMBH | 2020 - 2023

- As a product designer designed new features from the outset and modified existing UI to enrich the user experience for 7k+ users
- Analyzed user feedback and performance metrics to continuously optimize the user experience

Various companies | 2008 - 2019

- Worked previously in different roles such as UX designer, Software tester, Scrum Master & Business Analyst
- Involved in continuous usability testing for each iteration, reporting to stakeholders and advancing design solutions by solving early development issues for 12K+ users
- Assisted in creating android mobile screen designs for Vodafone app
- Worked on rebranding, research & analysis and information architecture for websites

SKILLS

Design

Interaction design, story boarding, User flows, concept sketching, wireframing, prototyping, data visualisation

Research

Interviews, User Research, Persona, Usability Tests, Surveys, Comparative Analysis, AB testing, Statistical Analysis

Tools & Languages

Figma, Sketch, Balsamiq, Notion, Confluence, Miro, Adobe Cloud, Jira, Azure, Office 365, HTML/CSS, Power BI