SONAM SAMEL

Product designer

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PROFESSIONAL EXPERIENCE

Product Designer - Walmart, California

May 2019 - Present

- Subject matter expert on post-transaction (Order details and amend experience) focusing on self service and P13n for customer omni-channel experience platform team.
- Lead the design for the checkout flow (payment methods, order review and, order confirmation) through end to end process.
- Redesigned the digital Wallet experiences, improving product discovery.

UX Design Intern - Crane.Ai, New York

Jun 2018 - Sep 2018

- Developed high-quality design for a web browser application that uses AI to expedite the development of mobile applications.

UX/UX Designer - The Walt Disney Company, India

Dec 2014 - Nov 2016

- Designed user flows, wireframes, prototypes for usability testing and created UI screens for mobile games- match three and endless runner.
- Lead a team of 5 designers for the product development of 13 DTH(direct to home) games.

UI Designer - Zynga Games, India

Jan 2013 - Dec 2014

- Developed high-quality design documents: sketches, user flows, wireframes, mockups, specifications for a web game- Mafia Wars.
- Collaborated closely with product managers, developers and game designers.

ACADEMIC EXPERIENCE

Teaching Assistant - University of Washington (iSchool), Seattle

Sept 2018- Dec 2018

- Lead a class of 36 undergrad students to develop their skills at design and research principles.
- Facilitated the classroom discussions and mentored/graded the design projects.

Creative Director - University of Washington (GPSS), Seattle

Sept 2017- Jun 2018

- Designed event related graphics- posters and social media post.

EDUCATION

eCornell, New York

Mar 2021- Sept 2021

Cornell Certificate Program, User experience design

University Of Washington, Seattle

Sept 2017- Mar 2019

M. Sc, Human Centered Design and Engineering

National Institute of Design, India

Jun 2009- Dec 2012

M. Des, Graphic Design

Sir J.J School of Applied Art, India

Jun 2005- April 2009

B.F.A. Computer Graphics

SKILLS

Design
Interaction Design, Visual Design, Wire-framing, Prototyping, Storyboarding, User flow

Research
Usability Testing, Heuristic Evaluation, Interview, Survey, Focus groups.

TOOLS

Figma, Sketch, InVision, Principal, Photoshop, Zeplin.