

Malavika Sohoni

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UI/UX Designer experienced in delivering projects from user research to high-fidelity designs and handoff. Skilled in aligning user needs with business goals to create intuitive and impactful experiences.

PROFESSIONAL EXPERIENCE

Web UI/UX Designer Self Employed | Malavika Sohoni

Italy (2014 - 2024) , United Kingdom (2024 - present)

UI/UX

- Designed and launched a CMS-based web application for a plastic surgeon. **Impact:** 40% rise in website visits within six months; significant increase in patient bookings
- Strategised, researched, designed and launched multilingual responsive web experience for a pelvic floor therapist. **Impact:** 20% increase in course bookings
- Created web presence strategy and design system to help launch a bioinformatics startup. **Impact:** 100+ newly active clients; significant growth in digital visibility over 5 years
- Led early-stage product planning by creating roadmaps, wireframes, and prototypes for idea generation, stakeholder alignment, and decision support; partnering with engineering teams for a mobile automation app and B2B SAAS product

Branding and Graphics

- Designed and consulted 10+ clients on brand strategy, visual identity systems, improving brand consistency and optimizing end-to-end design workflows.
- Created scientific illustrations for medical robotics, published in peer-reviewed journals, simplifying complex technical concepts through visual storytelling.
- Created a full suite of visual assets for a music video launch, including calligraphic branding, cover artwork, and CD jacket graphics.

Asst. Production Designer and VFX Artist Prime Focus World Ltd | India (2009 - 2013)

Served as Assistant Production Designer on 6 film projects, executing the artistic vision from pre-production through completion; including script breakdowns, set design, overseeing location builds, prop sourcing, and set dressing. Transitioned into post-production workflow as an Autodesk Smoke Artist delivering 12+ advertisements.

Sr. Graphic Designer Xebec Communications - Ad agency | India (Mar2006 - Oct 2006)

Collaborated in a cross-functional environment to deliver Ad pitches and newsletter designs, cutting design iteration time by 40% through streamlined workflows. Mentored junior designers in workflows and tool proficiency, driving a 20% improvement in project turnaround time.

Graphic Designer Tata Consultancy Services - Software Solutions | India (2005 - 2006)

As one of the first in-house graphic design team members in TCS (Pune), contributed to the brand strategy and visual design for print and digital platforms. Designed brochures, event collateral, investor presentations, and exhibit materials, while ensuring strong brand consistency and engagement.

EDUCATION

UI/UX Design Bootcamp Memorisely (2024-2025)

Hands-on program focused on user research, wireframes, accessibility (WCAG), and building design systems using practical, real-world scenarios. **Skills gained:** Team collaboration, design thinking, end-to-end product design (discovery → delivery) iterative design, feedback loops.

Mobile App Design from Sketches to Interactive Prototype Udemy Academy (2020)

Advanced workflows in Figma including prototyping, component logic, and visual hierarchy.

User Experience Design Fundamentals Udemy (2018)

Introduction to Mobile UI Design and user journeys, wireframes, prototypes, and mockups.

Masters in Production Design for Films Film and Television Institute of India (2006 - 2009)

Visual narrative development, conceptualizing and designing sets, and end-to-end production design processes.

Graduate Diploma in Communication Design Mumbai University (2000 - 2005)

Specializing in color theory, typography, visual design, and print design processes.

SOFTWARE SKILLS

Design and Prototyping: **Figma, Adobe Suite**

Research & analysis: **Maze, Dovetail, Google Analytics**

Workflow & documentation: **Notion, Trello, Slack, Microsoft 365, Fathom**

AI tools: **ChatGPT, Claude**