

# Malavika Sohoni

Portfolio - [malavikasohoni.com](https://malavikasohoni.com) | [E-mail](#) | [LinkedIn](#) | (+44) 7442 938 952 , Nottingham UK

UI-UX designer with multidisciplinary background spanning visual design, brand identity, illustration, and campaign creative, for clients in healthcare, SaaS and marketing contexts, with strong Figma proficiency across design systems, component libraries, and interactive prototyping. Brings a strategic eye trained across India, Italy and the UK. Designing for diverse users with cultural awareness, accessibility, and usability at the core.

## PROFESSIONAL EXPERIENCE

**UI-UX & Visual Design** | Self Employed . 2014 - present

UK - based from Feb 2024 . Previously Italy based . Healthcare, biotech, architecture, creator economy sectors

### Digital product & UX design

- Designed and launched a CMS-based web application for a plastic surgeon: responsive UI, user flows, and trust-led information architecture.  
**Impact:** 40% rise in website visits within 6 months; significant increase in new patient bookings.
- Led full UX and UI design for a multilingual responsive web experience for a pelvic floor therapist targeting three Italian, English and German market segments, including research, personas, IA, visual design.  
**Impact:** 20% increase in course conversions and 52% growth in subscriptions from German market segment
- Designed branding and web presence for a bioinformatics startup - including responsive layouts, design system, and content strategy  
**Impact:** enabling 100+ new clients acquired over 5 years.

### UX research & prototype testing

- Patreon search & discovery: conducted user interviews with live task observation, heuristic audit, and competitor benchmarking. **Translated research into a topic-based categorisation system** and creator preview feature. Validated with Maze usability test - 92% task completion across 10 users.
- Slack Huddle scheduling feature: survey-based quantitative research, Dovetail synthesis, affinity mapping. Designed scheduling flow with agenda-setting and team invite. Maze test with 25 participants and 76% task completion, 4/5 clarity rating.

### Visual & brand design

- Brand strategy and visual identity design for 10+ clients creating logo systems, typography, colour palettes, brand guidelines, and end-to-end collateral for print and digital.
- Scientific illustration for peer-reviewed medical robotics publications in international journals.
- Full campaign asset production for a music video launch (Bachata Indu) with calligraphic branding, cover artwork, CD jacket graphics, and social assets.

- Social media campaigns, print and web advertisements, fundraising collateral, and rebrand for Vibha Striders and Dream Mile marathons.

### **Asst. Production Designer & VFX Artist** | Prime Focus World Ltd. 2009 - 2013

Served as Assistant Production Designer on 6 film projects. Transitioned into post-production workflow as an Autodesk Smoke Artist delivering 12+ advertisements.

### **Senior Graphic Designer** | Xebec Communications (Ad Agency) India 2006

Collaborated in a cross-functional environment to deliver Ad pitches 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 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 Bootcamp** | Memorisely UK 2024 - 2025

End-to-end product design: discovery, user research, wireframes, prototyping, building design systems, WCAG accessibility and usability testing followed by iterations.

### **Masters in Production Design for Films** | Film and Television Institute of India 2006 - 2009

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

### **Graduate Diploma in Communication Design** | Mumbai University 2000 - 2005

Specializing in color theory, typography, illustration, advertising and print design processes.

## SOFTWARE SKILLS

**Design and Prototyping:** Figma (advanced - variables, components, auto-layout, phototyping)

**Adobe Creative Suite:** Illustrator, Photoshop, After Effects, Indesign

**Research & Testing:** Google Forms, Maze, Dovetail, Google Analytics

**AI tools:** ChatGPT, Claude - AI informed design workflow exploration

**Front - end:** CSS - minor enhancements in building CMS based client websites

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