

SONALI PATEL

Product Designer (UX/UI) | Product/Platform | Figma Prototyping

Miami, FL • 734-945-1368 • sonali.patel.pkg@gmail.com

Portfolio: sonalipatelpkg.wixstudio.io/my-site • **LinkedIn:** linkedin.com/in/sonali-patel-79a0a7a0

PROFESSIONAL SUMMARY

I'm a product builder turned product designer — I like taking messy problems and making them feel obvious to use. My path through engineering, project delivery, and development means I design with both users and build-reality in mind. Lately I've been leading AI product work and startup MVP launches, moving from rough flows to polished UI that teams can ship fast. Now I'm ready to join a remote team where design has ownership, collaboration is strong, and the product genuinely helps people.

EXPERIENCE

AI Operations & Product Design Lead | DeepStation | Miami, FL | Mar 2025 – Present

- Led product design and UX research across AI consulting engagements, delivering end-to-end user flows, wireframes, and high-fidelity Figma prototypes for shippable MVPs.
- Built and rolled out a centralized Notion project hub and workflow system, cutting onboarding time and repeat inquiries by about 40% and improving turnaround by about 35%.
- Redesigned community content and event experiences through stronger information architecture and UX, doubling engagement and driving 2× attendance growth from 200 to 400+ participants.
- Co-created sponsorship and stakeholder pitch materials and AI-assisted prototypes that helped secure new partners, contributing to a 100% year-over-year increase in sponsorship funding and supporting a five-figure contract with a leading South Florida university.

Technology Manager | GenAIus | Miami, FL | Dec 2024 – May 2025

- Owned end-to-end redesign of a GenAI SaaS product; shipped high-fidelity prototypes and handoff assets in 6 weeks, improving engagement by 28% via clearer CTAs and onboarding.
- Established a scalable design system with 65+ reusable components, reducing developer handoff time by about 35% and improving cross-platform consistency.
- Partnered directly with founders to align product strategy, UX direction, and brand storytelling, strengthening product clarity and increasing investor interest by about 40 percent.

Technology Manager | Meher Dance Company | Chicago, IL | Oct 2023 – Oct 2024

- Rebuilt digital information architecture and asset workflows, reducing content retrieval time by about 65% and improving team self-service.
- Designed and launched an analytics dashboard to drive programming and marketing decisions, improving planning efficiency by about 47%.
- Streamlined internal tools and cross-team communication flows, cutting operational delays by about 34% and improving coordination across leadership.

UX Consultant | Solutions By Sonu LLC | Remote | Oct 2024 – Present

- Deliver end-to-end product design for startup clients across AI, SaaS, and consumer experiences, leading discovery, research, flows, high-fidelity UI, and usability validation.
- Translate ambiguous business ideas into testable prototypes and product roadmaps, enabling founders to ship faster and validate direction with users.

- Improved adoption by 53% and operational efficiency by 42% across client engagements through clearer workflows, simplified navigation, and usability testing insights.

Associate, Projects | Cognizant | Chicago, IL | May 2022 – Oct 2023

- Built and supported SQL and PostgreSQL solutions for enterprise product migrations and analytics, strengthening technical fluency and cross-functional collaboration.
- Created onboarding documentation and process standards that accelerated ramp-up, improved knowledge sharing, and reduced repeated support requests.
- Partnered with product and engineering teams to troubleshoot data issues, clarify requirements, and deliver reliable implementations under tight timelines.

Innovation Commercialization Specialist | Diageo | Plainfield, IL | Aug 2018 – Apr 2021

- Managed cross-functional product development for an \$81M portfolio, delivering 95% of launches on time and on budget.
- Improved portfolio visibility by building Planview and Power BI reporting workflows, reducing manual reporting by about 30% and strengthening executive decision-making.
- Led vendor and internal alignment across packaging, marketing, and supply chain to ensure feasibility, quality, and speed-to-market.

Product Development Specialist (Packaging) | NEST Fragrances | New York, NY | Feb 2017 – Jun 2018

- Led packaging lifecycle for +250 SKUs, improving production quality and reducing defects by about 15% through tighter QA and clearer requirements.
- Accelerated time-to-market by about 20% by refining cross-functional workflows and strengthening vendor coordination.
- Delivered consistent brand experiences across a fast-moving product line, balancing aesthetic quality with manufacturing realities.

CORE SKILLS

Product design • UX strategy • User flows • Information architecture • Wireframing • High-fidelity UI • Prototyping • Design systems • Usability testing • Journey mapping • Accessibility • Agile collaboration • Stakeholder leadership • AI-assisted prototyping • Startup MVP launches • Design systems builder • Community and sponsorship growth • Data-informed UX decisions

Tools: Figma, Miro, Adobe XD, Illustrator, Framer, Webflow, Notion • HTML/CSS, JS, React • Bubble, v0, Cursor, Claude • Power BI • Github

EDUCATION

Full-Stack Web Development Certificate — Rutgers University

ProActive Java Programming Certificate — Southern Methodist University

B.S. Packaging Sciences — Michigan State University

ADDITIONAL

- Won an AI music production contest using Suno and Producer AI.
- Built and launched multiple AI-assisted web applications using no-code and low-code platforms.
- Active contributor to AI and design communities in the Miami tech ecosystem.