SONIA BAUER

UI/UX Designer

www.soniabauer.com | soniabauer.designs@gmail.com | Miami, FL

Experience

UI/UX Designer at HiWork | Jan 2023 - Present
- Defined the content structure, user flows, and visual style of the web application, leading to a successful product launch that achieved an impressive 10% CTR.
- Gathered user feedback and reviewed analytics data to make refinements based on user needs, increasing user engagement by 25%.

UI/UX Lead Designer at AppGrooves | Sep 2021 - Dec 2022
- Designed and launched a self-serve web application generating a 30% increase in revenue. This encompassed the entire user journey, from user authentication pages to the seamless integration of new features.
- Updated email and website UI/UX by interpreting analytics insights and formulating data-backed recommendations, resulting in +10% increase in CTR across all campaigns.
- Reduced project lead time by 25%, by enhancing performance, promoting alignment, effectively delegating actionable tasks to team members, accompanied by transparent task delineation and well-defined deadlines.

UI/UX Designer at Gotan | Oct 2020 - Sep 2021
- Designed and launched an eCommerce website to establish an online presence for their product line launch generating a 20% increase in revenue.
- Worked with Marketing to achieve KPIs in revenue, and conversion to create an engaging and relevant user experience.

UI/UX Lead Designer at Biomille | Jan 2020 - Sep 2020
- Updated their eCommerce website by optimizing UI and UX design elements to increase engagement and conversion rates, resulting in an impressive 80% increase in sales.
- Designed user flows that catered to the target audience, ensuring intuitive navigation and streamlined purchasing processes, boosting the average engagement time per active user from 30 seconds to 5 minutes.

UI/UX Designer at P&O Global Technologies | Dec 2015 - Aug 2019
- Increased sales from previous years by aligning the companies website UI/UX with the brand identity, incorporating multi-language functionality, eCommerce capabilities, responsive layouts and intuitive user flows.
- Designed and maintained multiple websites for the company's diverse divisions located in London and Malaysia.

Graphic Designer at Melectric | Oct 2010 - Dec 2014
- Increased brand awareness by creating cohesive web and print graphics aligned with the company's brand guidelines.
- Updated the website implementing User Experience optimizations and accessibility support.

Education

B.A. degree in Advertising and Institutional Communication | Pontificia Universidad Católica Argentina | 2008 - 2012

Skills

UI/UX design | Graphic & web design | Email design | Branding | Advertising

Languages

English | Spanish