

PINKLE SONI

India (Open to Self- Relocation) | sonipinkle@gmail.com | [LinkedIn](#) | [Portfolio](#)

Product designer · 4 years US experience in AI, e-commerce & healthcare UX · design systems, checkout/conversion optimisation, AI-native product design & vibe coding

SKILLS

Tools: Figma, Lovable (vibe coding), n8n, Miro, Midjourney, Salesforce, Adobe Creative Suite

Design: AI Product Design, Usability Testing, Wireframing, Prototyping, Design Systems, IA, Mobile & Web, WCAG Accessibility

Technical Skills: HTML, CSS, JavaScript, design spec & handoff; React familiarity for tokens/component mapping

WORK EXPERIENCE

CENTINELA FEED AND PET SUPPLIES, Torrance, CA

Jan 2025 - Present

Product Designer (Web)

- Designed end-to-end payment & checkout UX including one-tap checkout, saved payment methods, and reservation system on checkout page, reducing checkout time by 50% and improving supply-chain conversion
- Redesigned information architecture from category-first to intent-based navigation (Shop by Pet, Shop by Need, Shop by Brand), cutting navigation time by 35%
- Built a scalable Figma design system mapped to frontend CSS tokens and components, reducing developer rework and accelerating delivery across all product surfaces
- Increased user retention by 18% by designing a frequent buyer programme UI/UX end-to-end, directly supporting customer retention goals
- Launched 100+ promotional campaigns via Figma + Salesforce, using AI-driven user research to inform strategy, driving 1,000+ redemptions and ~\$30K revenue per campaign
- Led A/B testing with 50+ users (store managers + retail customers) and leveraged AI-powered research tools to shorten design sprints by 40%

THINKVERSE (AI EdTech Startup), Boston, MA

Dec 2023 - Jan 2025

Product Designer

- Designed conversational UI between AI agents and students delivering personalised, context-aware learning support, with ethical transparency controls and user feedback loops for recommendation explainability
- Spearheaded cross-functional AI feature sprints aligning engineering, content, and product around MVP scope; delivered design documentation and style guides supporting scalable development
- Led UX research with 20+ participants using remote usability testing; identified and resolved navigation bottlenecks, reducing task completion time by 40% and improving retention
- Improved SaaS platform usability by 30% through adaptive design patterns and heuristic evaluation; applied WCAG standards via ARIA roles and contrast-check algorithms without compromising brand identity
- Defined responsive CSS specifications and design tokens for developers, ensuring consistent cross-browser experience validated through systematic cross-device testing
- Designed B2C marketing website improving conversions by 15% and user satisfaction by 25% via component systems, auto-layout, and A/B tests

ASPIRING PRODUCT MANAGERS CLUB, NORTHEASTERN UNIVERSITY, Boston, MA

Jan 2023 - Dec 2023

Product Designer

- Leveraged Hotjar's funnel data to fix drop-off areas, boosting user retention by 15% through streamlined onboarding and checkout workflows.
- Crafted high-fidelity Figma prototypes using auto-layout and interactive variants, reducing iteration time and ensuring consistent UI/UX design.
- Conducted structured A/B testing, finding a design variant that boosted task completion rates by 25% for 700+ users using segmented feedback.
- Collaborated closely with student PMs, engineers, and marketing leads to ensure UX decisions were aligned with evolving product strategy and community growth goals.

VN Exports, India

Aug 2020 - Dec 2021

Web Designer

- Redesigned the brand website in Figma to translate the in-store luxury jewellery experience to digital, spotlighting USPs such as craftsmanship, diamond quality, and bespoke collections, resulting in a measurable increase in wholesale inquiries.
- Restructured product catalogue navigation and visual hierarchy across diamond and gold jewellery categories, enabling wholesale buyers to discover and shortlist collections with greater ease.
- Designed social media graphics and digital exhibition materials for trade shows including IIJS Premiere, maintaining brand consistency across print and digital touchpoints.
- Redesigned luxury jewellery brand website; restructured B2B product catalogue IA for wholesale buyers; designed trade show materials for IIJS Premiere

PROJECTS

Product Designer & Builder, Chowk App

May 2026

- Designed India's missing **hyperlocal events discovery layer** for tier-2 cities, and identified a market gap from 682% growth in tier-2 live events with zero purpose-built infrastructure below tier-1
- Designed against the entire competitive field deliberately: warm off-white surface, deep teal accent, **activity-first language** (never "find friends", always "what's happening near you") to remove the social cost of going first in tight communities
- Product moat: **zero-friction supply side** (3-field event creation vs. Meetup/Eventbrite's professional-organiser requirement), tier-2 native constraints baked into DNA (avatar clusters, WhatsApp-native share, no hero photos)

Product Designer & Builder, ValidationLab

Jan 2026

- B2B web app for AI-powered user persona generation and validation, built with Lovable (vibe coding) + Supabase; received 4-star avg. rating across beta user testing sessions

EDUCATION

NORTHEASTERN UNIVERSITY, COLLEGE OF ENGINEERING

Boston, MA

Master of Science in Information Systems (UX Concentration)

Jan 2022 - Dec 2023

- **Relevant Coursework:** User Experience Design and Testing, Web Development, Database Management System, Software Quality Control Management, Business Process Engineering
- **Leadership:** Head and President of the Graduate Women Coders Club, Vice President of Design at the APMC Club

CERTIFICATIONS AND BADGES

• **Global Work Citizen Badge Awardee**, Northeastern University

May 2023 - Jun 2023

• **Awarded Digital Safety Ambassador (Non-profit)**, End Now Foundation, India

Jun 2021 - Jul 2021

• **IxDF Certified AI Product Designer**

Apr 2026

MEDIUM ARTICLE

[When the Dead Come Back Online](#)- Focused on how tech can make or break someone.

Apr 2026

[Corporate relationships in AI World](#)- Focused on how restructuring is happening on emotional levels for employees.

Mar 2026