

Pinkle Soni

Product Designer

[Portfolio](#) [LinkedIn](#) [GitHub](#)

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Ahmedabad, India (open to relocation)

OBJECTIVE

Product Designer with 3+ years across e-commerce, AI, and B2B products, including enterprise-scale UX. Independently shipped two AI-native products from research through build, working AI-natively across the full toolchain including Figma MCP, Cursor, Claude, and Lovable.

WORK EXPERIENCE

- Product Designer (Web), E-commerce** Jan 2025 – Jun 2026
- Centinela Feed And Pet Supplies, CA, USA
- Designed end-to-end checkout and payments UX, one-tap checkout, saved payment methods, in-checkout reservations, cutting checkout time 50% and lifting conversion
 - Restructured product information architecture from category-first to intent-driven cutting navigation friction 35% and raising average order value 12%
 - Designed an end-to-end frequent-buyer loyalty program, increasing repeat-purchase retention 18%
 - Ran 100+ promotional campaigns and 50+ A/B tests in Figma and Salesforce using AI-driven research, driving 1,000+ redemptions and shortening design sprint cycles 40%
 - Built a scalable Figma design system mapped to frontend CSS tokens, cutting developer rework and speeding delivery across all commerce surfaces

MORE EXPERIENCE

- Founding Product Designer, EdTech AI — Thinkverse** Dec 2023 – Jan 2025
- (formerly Learnie AI), Boston, USA
- Led UX research with 20+ participants through remote usability testing, cutting task completion time 40% and improving retention
- Improved SaaS usability 30% through adaptive design patterns and heuristic evaluation; applied WCAG standards via ARIA roles and contrast-check algorithms

- Web Designer, Retail — VN Exports, Ahmedabad, India** Aug 2020 – Dec 2021

TECHNICAL

HTML / CSS / JavaScript

React (token & component mapping)

Design Tokens & Component Architecture

Claude + Cursor for design-to-code handoff, Figma MCP

AI-NATIVE WORKFLOW

- Claude + Cursor for design-to-code handoff, Figma MCP to sync live components with code
- Lovable + Supabase for AI app prototyping, Prompt engineering for UI generation

EDUCATION

- M.S. Information Systems (UX)** Jan 2022 – Jan 2024
- Northeastern University, Boston
- B.Tech, Information Technology** May 2016 – Jun 2020
- SRM University, Chennai, India

SKILLS

- Product Thinking
Product Eval
Usability Testing
A/B Testing
Micro-interactions
WCAG Accessibility
Information Architecture
Heuristic Evaluation
Hotjar Funnel Analysis
End-to-End Product Design
Figma (Design Systems)
Dev Mode, MCP
Miro, Qualtrics
Midjourney
Adobe Creative Suite
Salesforce, GitHub
Vercel

TOOLS

- Figma
Miro
Qualtrics
Midjourney
Adobe Illustrator
InDesign, Photoshop, XD

LANGUAGE

- English · Fluent
Hindi · Native