

Pinkle Soni

Designing user-focused solutions with Figma, Adobe, and React, boosting sales and accessibility.

Open to Relocation

<https://pinkle.framer.website/>

LinkedIn

EXPERIENCE

AdviNow Medical, Remote — UX Designer

Internship, DEC 2024 - JAN 2025

I revamped the payment UI, which reduced claim allocation time by 25%. Additionally, I streamlined transaction flows, leading to a 40% improvement in processing speed. By simplifying the patient registration process, I also significantly increased app retention rates.

Thinkverse, Boston, MA — UI/UX Designer

Contract, JAN 2024 - Dec 2024

Designed a B2C site boosting conversions by 15%. Conducted UX research, reducing task times by 40%. Enhanced accessibility using WCAG standards.

APMC Northeastern, India — Product Designer

Parttime, MAY 2023 - DEC 2023

Improved user retention by 15% via streamlined workflows. Conducted A/B testing, increasing task completion rates by 25%. Automated feedback tracking, resolving key pain points.

EDUCATION

Northeastern University, Boston — Information Systems

Jan 2022 - JAN 2024

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SRM- IST, India — Information Technology

May 2016 - May 2020

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PROJECTS

Wellness Tracker — Academic Project, Healthcare

Designed a HIPAA-compliant app; earned a top grade of 98

SKILLS

Usability Testing, Visual Design, Wireframing, Prototyping, User Stories, User Flows, SaaS Design, Mobile Apps, Website, Typography, Layout, Grid System, Color Theory, Design System, Brand Identity

AWARDS

IBM Design Thinking for AI Practitioners

Digital Safety Ambassador, End Now Foundation

TOOLS

Figma, Miro, Qualtrics, Midjourney, Adobe Creative Suite (Illustrator, InDesign, Photoshop, XD)

LANGUAGES

HTML, CSS, JavaScript, React.js