

Poonam Vora

UX/UI Designer & forever learner

Portfolio: <https://poonam-vora.com> (pwd:test123!)

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Location: California, USA

CAREER OVERVIEW

Certified Usability Analyst with 10+ yrs of experience in strategic design for healthcare, IoT integration, and web-based enterprise applications. Proven leader in UX/UI and product design, proficient in Sketch, Figma, Adobe XD, and InVision. Expertise in mobile and desktop software, Cloud SaaS for B2B/B2C, and integrating AI and Co-pilot technologies. Skilled in UX prototyping with JavaScript, HTML, and CSS. Detail-oriented, thriving in fast-paced environments, and strong in people management and communication.

QUALIFICATION

Design Expertise

- User-Centered Design
- Information Architecture
- Interactive Prototyping
- Wireframing
- Storyboarding
- Style guides and brand management

Collaboration & Communication

- Collaboration with Cross functional Teams
- Stakeholder Management
- Competitor Analysis
- Project Planning
- Strong Collaborative Skills
- Excellent communication skills

Technical Proficiency

- Proficient in Design Tools (Figma, UXPin, Miro, Axure, Sketch, InVision, Zeplin, Principle, Adobe XD, Adobe Creative Cloud)
- Accessibility Fundamentals, Detail Orientation
- Cloud Analyst, unified data models for AI and ML
- Technical Skills (Google Analytics, Hotjar, Gainsight, SEO, Cross browser implementation, WordPress, HTML, CSS)
- Software Familiarity (PowerPoint, Excel, Web Analytics, Abstract, Jira, Git)

WORK EXPERIENCE



Sr. UX Designer at Integrity Marketing Group

Mar 2024 – Current

- Performed a comprehensive marketing analysis and designed a cohesive Figma interface to standardize the user experience across all marketing channels.
- Achieved a 45% boost in user retention and a 37% increase in interaction rates for insurance bookings, checkouts, and payments through design enhancements.
- Collaborated across teams to optimize user interfaces, focusing on enhancing user experience for all products.
- Improved user experience by 40% through comprehensive usability testing, integrating design systems, & implementing system components with engineers. Developed dynamic UI using HTML, CSS, & JavaScript in React JS.



Product Designer at Microsoft

Oct 2022 – Feb 2023

- Led Microsoft Cloud for Healthcare, focusing on document extraction, care coordination, analytics, remote monitoring, and the implementation including chat, AI chatbots, and digital and voice channels.
- Developed user-centered healthcare designs for Industry Clouds and Solutions Studio, integrating digital and voice channels through cloud solutions and APIs for B2B and B2C stakeholders. Utilized data procurement and testing methods, along with KPIs, to enhance the user experience.
- Led end-to-end design processes for Microsoft Cloud for Solution Center, integrating new Azure & Power Platform functions to enhance deployment and streamline workflows.
- Explored and implemented cutting-edge design concepts, integrating AI & Co-Pilot for enhanced user experiences.
- Created visionary videos for transparent stakeholder communication on upcoming features.
- Prioritized accessibility in design, collaborating with experts to implement inclusive best practices, actively participating in collaborative design sessions to gather diverse feedback and support cross-functional teams in problem-solving.



Product Designer at Valimail

Aug 2022 – Oct 2022

- Drove product design efforts at Valimail, specializing in email authentication and anti-phishing solutions.
- Collaborated across teams to optimize user interfaces, focusing on enhancing user experience for all products.
- Conducted user research, usability testing, and iterated designs to align with user needs, contributing to improved product usability.



Sr UX Designer at 7-Eleven

Aug 2021 – July 2022

- Designed an IoT-integrated SaaS platform that optimizes store efficiency by streamlining tasks and audits through digital and voice channels, understanding business requirements and rules, and being a quick learner within the company in the ecommerce space.
- Enhanced the 7-Eleven sales experience for over 6 million customers and 45,000 employees with IoT integration. Designed wireframes, prototypes, and UI animations for 10,100+ stores in the USA and Canada, while collaborating on global design standards for 71,100+ stores across kiosks, TVs, web, and mobile devices.



Sr UX Designer at GE Renewable

Feb 2021 – July 2021

- Redesigned the cloud solution's report module, a critical component for advancing the Industrial Internet in Renewable Energy, by developing complex data visualizations and KPIs for turbine and wind power energy reporting. Enhanced the scalability and effectiveness of the Platform-as-a-Service (PaaS) infrastructure.
- Created a mobile experience for turbine technicians within the report module, focusing on user-centric design. Conducted comprehensive research, testing, and ideation in collaboration with clients to ensure the design met their needs and improved workflow efficiency.
- Managed work orders and stakeholder communications, translating insights from interviews into a high-fidelity clickable prototype. This process optimized user-centric workflows and ensured alignment with client requirements and industry standards.



Sr UX/ UI Designer at Columbia Cosmetics manufacture - white label

May 2020 – Jan 2021

- Built responsive Ecommerce site in WordPress with cross-browser compatibility.
- Customized websites for private label subscribers, managing 250 skincare and cosmetics products with shopping carts, product pages, bundling, checkout, and payment, all within tight deadlines.
- Handled conceptual, visual, and interaction design, information architecture, prototyping, user research, & content management. Developed front-end UI for web & mobile apps using HTML, CSS, JavaScript, & jQuery.



Freelancer Contractor

May 2020 – Jan 2021

- Established project goals in collaboration with Directors, Department Heads, and Leads, partnering with engineers for component development.
- Executed UX design roadmap for 2 product lines, including Cloud-based solutions, and designed UX/UI for key management product web UIs on multiple Cloud providers.
- Supported sales staff by creating materials for presentations and utilizing Agile methodology for quick responses.
- Designed detailed mockups, wireframes, user flows, and mood boards, ensuring compliance with design requirements and customer needs.



Certificated In Usability Analyst/ Human Factors International, California, USA Jul 2017 – Oct, 2017



Director of Product Design at Simply Global, Milpitas

2016 –2017

- Led UX efforts in agile/scrum, specializing in marketplace apps and delivering consumer-facing solutions.
- Produced comprehensive UX artifacts: User Research, sitemaps, process flows, wireframes, quick prototypes, and conducted usability testing.
- Specialized in front-end development, blending creativity and usability for top-tier web and mobile applications; implemented 3 usability improvements for enhanced website stickiness.



UI Designer at Ad Magnet erstwhile Sequoia Capital

2012 –2013

- Managed and interpreted product requirements considering platform capabilities & constraints.
- Designed Ad Server Information architecture by conducting reference benchmarking, user surveys, card sorting, navigation tests, focus groups, face-to-face/remote questionnaires.
- Designed user reports for advertisers and publishers. Generated wire frames, mockups, prototypes & visual design assets using existing style guides & patterns.



Visual Designer at Kodiak networks erstwhile Motorola Solutions

2003 –2008

- Developed new features and user flows through user research, wire frame, conceptualization & usability standards to interaction and design ideas.
- Generated product interface based on company's branding & aesthetic.
- Created Designed digital media and mobile products, including interaction, content strategy, prototyping, and visual/UI details. Created sketches, graphics, templates, layouts, and visual standards.



Godrej Infotech Ltd, Mumbai, India (Web Designer)

2001 –2003

- Intranet & Internet requirements collection from client, co-ordination with development team.
- Design & development of intranet & internet corporate website.
- Designed graphics, logos & navigation systems for web sites, redesigning pre-existing web sites & multimedia presentations - independently as well as part of a team.

EDUCATION

- Three Years bachelor's in mass communication, Mumbai, India
- Three Years Diploma in Advanced Computing / C-DAC, Pune, India
- Earned certifications in AR-VR Design, UX Management, Visual Design, and Usability Analysis from The Interaction Design Foundation, complemented by proficiency in Figma, Google Analytics, Power BI, and Adobe software suite.