

Anuj Soni

Bhopal | martian2001.as@gmail.com | 851 688 0049 | anujsoni-portfolio.onrender.com

linkedin.com/anuj-soni-13122001 | behance.net/anujsoni2001

Summary

Detail-oriented UI/UX Designer with **2 years of experience in wireframing, prototyping, user research, and usability testing**. Creates seamless, user-friendly experiences through **brainstorming, problem solving, and data-driven design**. Collaborates with teams to enhance **usability and engagement**.

Skills

Languages: HTML, CSS

UI/UX Design: Wireframing, Prototyping, Interaction Design, Responsive Design

User Experience: UX Research, Usability Testing, Accessibility (WCAG), Information Architecture

Tools: Figma, Adobe XD, Photoshop, Illustrator, After Effects, Canva, Notion, Microsoft Clarity, ChatGPT

Soft Skills: User-Centered Thinking, Problem-Solving, Attention to Detail, Collaboration, Communication

Experience

Associate UI/UX Designer, IOTA Informatics – Bhopal

Aug 2023 – May 2025

Kalpdham Real Estate ERP System

- Improved usability by **20%** through **10+ in-depth interviews** with real estate agents to resolve workflow pain points.
- Streamlined workflows across **30+ UI screens**, enhancing efficiency and user satisfaction.
- Reduced **iteration cycles by 30%** by building interactive prototypes in **Figma** to validate designs rapidly.
- Cut **load time by 20%** by collaborating with developers to optimize and refine UI components.
- Ensured continuous **stakeholder alignment** by managing client meetings and integrating feedback throughout the design process.

Kalpdham SMM

- Led the design and execution of **Kalpdham SSM campaigns**, including landing pages, offline activations, print collateral, and social media content.
- Mentored **junior graphic designers and built teams** capable of driving end-to-end social media marketing initiatives.

UI/UX Designer Intern, IOTA Informatics – Bhopal

June 2023 – Aug 2023

- Improved UI with a **user-centered approach**, boosting workflow efficiency by **40%**.
- Conducted **A/B testing & usability audits**, increasing conversions by **18%**.
- Assisted senior designers in **identifying & solving key UX friction points**.
- Implemented a **live project status tracker** to improve **visibility and communication** across teams.

Education

Coursera, Google UX Design Specialization

June 2024 – Nov 2024

- Percentage: 96.72 %
- **Coursework:** Foundations of UX Design, UX Research & Empathy Building, Wireframing & Prototyping, Usability Testing & Iteration, Responsive & Accessible Design

Sagar Institute of Science and Technology, B.Tech in Computer Science

June 2020 – June 2024

- CGPA: 8.18/10

Certificates

- Conduct UX Research and Test Early Concepts, **Coursera** Nov 2024
- UX Design Process: Empathize, Define, and Ideate, **Coursera** Nov 2024
- Foundations of User Experience (UX) Design, **Coursera** Oct 2024
- Basic Principles of Design, **Adobe** Oct 2023
- Career Essentials in Generative AI, **LinkedIn Learning** July 2023