

# Rishabh Soni

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## Experience

### SoFi / Product Designer - Intern / Jul 2023 - present

#### Launching Dark Mode

- Led UX strategy evaluating dark mode's influence on mobile & desktop task completion + conversion rates to launch redesigned UI reducing time on task by 25% with Eng while contributing to design library.
- Conducted competitive analysis, aligned product goals with PM and marketing team while conducting 400+ participant research using A/B and Usability testing.

### Dell Technologies / Product Designer - Apprentice / Jan 2023 - Apr 2023

#### Design Systems

- Spearheaded design & development of Global Search & Results component for design system to deliver cohesive user experience aligning with business goals & user needs.
- Utilized user research insights to drive design decisions & develop intuitive user flows, introduce 7 features, & optimize use cases, improving search experience across SaaS & B2B products.
- Delivered redlines, hi-fi visual designs & accessibility guidelines backed up with extensive usability testing to ensure a consistent & inclusive customer experience.

### Google / Product Designer - Intern / May 2022 - Aug 2022

#### Cloud Speech studio + Conversational AI

- Led UX for AI/ML voice training console, delivered end-to-end solution catering to enterprise users within 8 weeks, leveraging agile methodologies & cross-functional collaboration.
- Headed weekly design reviews with 14 stakeholders, utilizing data-driven insights & user research to predict & recognize use-cases, including happy path, edge & corner cases to drive design decisions.
- Conducted usability testing, recruited 25 users, analyzed & presented insights to stakeholders and directors while delivering 3 post-MVP features through hi-fidelity mockups
- Utilized accessibility standards & inclusive design practices, producing 11 user journey mappings & accessibility audits for 2 cloud products.

### E:fi Studio / Design Manager / Jun 2021 - Dec 2021

#### Product Portfolio

- Led desktop UI design & launched portfolio website, increasing client queries by 70%.
- Designed & presented 7 projects involving design, product, & architecture to clients.
- Mentored junior designers in interfacing, pitching, & critiquing using design thinking.

### Studio Archohm / Designer / May 2020 - May 2021

#### Application Design - Life through design

- Led design of the firm's first mobile application, enhancing employee interaction on Android + iOS devices, shipping the product within 3 months.
- Defined product OKRs, created wireframes, high-level & detailed storyboards, mockups, & prototypes to effectively communicate design ideas.

## Education

### University of Texas at Austin / Aug 2021 - May 2023

M.S. Information Studies, concentration in Human-Computer Interaction (HCI) + UX. GPA 4.0

### GGSIIP University, India / Aug 2015 - Sep 2020

B.A. Architecture graduated with first division. Thesis of the year, Dean's list

## Toolkit

### Design Thinking

UI / UX Design  
Interaction Design  
Accessible Design  
Visual Design

### Prototyping

Wireframing  
Rapid Prototyping  
Figma / Framer  
Adobe Creative Suite

### Research

User Research  
Usability Testing  
Persona Development  
Heuristic Evaluations

### Product Thinking

Product Management  
Project Management  
Competitor Analysis  
Jira / Confluence