

Sonia Bensouda

EU Citizenship (Settled Status) - Willing to Relocate
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ABOUT

Product Designer delivering compelling client-centric solutions that drive benefits and meet stakeholder needs. With a foundation in Interior Architecture, I've honed core skills such as complex problem-solving and the ability to work with and influence cross-functional teams and stakeholders.

EXPERIENCE

Product Designer - AddIn365, London

June 2023 - Present | 1st product designer in B2B SaaS - Microsoft Chartered Partner

- Implemented UX Strategy to develop the SME company's UX design maturity. Influenced stakeholders and drove buy-in for user research.
- From research to delivery, single handedly led the end-to-end design process for a desktop analytics dashboard. OKRs: 4 new client contracts and 1 contract renewal.
- Proactively aligned the designs with Fluent 2 (Microsoft's design system) and implemented a reusable design kit, resulting in a 50% reduction in UI design time.
- Led collaboration with cross-functional teams (engineers, consultants, leadership) in a fast-paced environment, balancing design goals with technical feasibility to ensure the product's success.

Freelance Designer - Multiple Companies

Dec 2021 - May 2023 | Freelance Design for multiple companies while transitioning into UX.

Web Designer - Localino, Abu Dhabi

- Defined client requirements, and strategised best design approach and timeline.
- Project managed and conducted design process including competitive analysis, ideation, wireframes, mockups prototype and UI kit.
- Presented design solutions with clear rationale and secured client approval.

Interior designer - Dyer Grimes Architecture, London

- Co-created an Interior Design department in an Architecture firm. Implemented a design system to ensure consistency across the interior design team, achieving scalability and improved efficiency.

Midweight Interior Designer - HBA Residential, London

Mar 2020 - Nov 2021 | High-end Residential Spaces

- Proposed compelling design concepts for residential towers and private royal villas.
- Demonstrated leadership through proactive project contributions when liaising with Senior & Design Directors, resulting in opportunities to lead projects.
- Actively collaborated with international cross-functional teams to produce design documentation to ensure legislative compliance and timely project completion.

Junior / Midweight Interior Architect - Shalini Misra LTD, London

Dec 2017 - Mar 2020 | High-end Residential Spaces

- Independently managed workload and priorities to simultaneously deliver multiple high-standard design projects, including stakeholder coordination and site visits.
- Proactively conceptualised and articulated the design decision to the Design Director prior to clients meetings.

Junior Designer - Retrouvius LTD

Mar 2020 - Nov 2021 | High-end Residential Spaces

- Contributed to design projects by managing the design library, creating moodboards, and partnering with senior designers on client meetings and site visits.

UX CERTIFICATION

- W3Cx: Introduction to Web accessibility (2024)
- Google UX Design Certificate (2022-2023)

EDUCATION

- University of the Arts, London | MA Interior & Spatial Design (2015-2016)
- Cread Institute, Lyon | BA Interior Architecture (2010-2014)

UX SKILLS

Interaction design

User research

Accessibility

User flows & journey mapping

Site maps

Wireframing & prototyping

Stakeholder empathy

Initiative driven

Problem solver

Details oriented

Continuous learner

Cross-functional collaboration

Figma

Adobe Suite

Miro

User Brain

Maze

LANGUAGES

French (Native)

Moroccan Arabic (Intermediate)

English (Fluent)

Spanish (Beginner)