

# Sonia Bensouda

EU Citizenship - Willing to Relocate  
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## ABOUT

Product Designer delivering compelling customer-centric solutions that drive benefits and exceed stakeholder expectations. With an extensive background in Interior Architecture, I've honed complex problem-solving skills, taken ownership of project delivery, and consistently balanced usability with aestheticism.

## EXPERIENCE

### Product Designer - AddIn365, London

*June 2023 - Present | B2B SaaS - Microsoft Chartered Partner*

- Implemented company's first UX Strategy and advocated for user-centricity in the product development cycle. Presented to stakeholders and drove buy-in for user research resulting in more data-driven decisions.
- From discovery to delivery, single-handedly led the design process for a complex data analytics dashboard, including conducting user research, prototyping, and user testing. Product impact: 40% client acquisition and 10% contract renewal at beta launch.
- Initiated and led collaboration between cross-functional teams (engineers, consultants, leadership) in a fast-paced environment, balancing design goals, technical feasibility, and deadlines to ensure the product's success.
- Proactively scaled and aligned the designs with Fluent 2 (Microsoft's design system) and created a reusable design kit, resulting in a 50% reduction in UI design time.

### Freelance Designer - Localino, Abu Dhabi

*Dec 2021 - May 2023 | Freelance Design for a new F&B concept while transitioning into UX*

- Defined client requirements, and strategised best design approach and timeline for the project.
- Collaborated with owners to define and create brand vision. Regularly presented design solutions with clear rationale, and iterated based on stakeholder feedback to secure approval.
- Independently conceptualised and executed a full-spectrum brand identity, encompassing UI, packaging, interior design, and social media platforms.
- Conducted secondary research and competitive analysis. From initial wireframing, iterating, to hi-fi prototyping, I designed the end-to-end flow for both mobile and desktop website experiences.

### Midweight Interior Designer - HBA Residential, London

*Mar 2020 - Nov 2021 | High-end Residential Spaces*

- Design and presented compelling design concepts for luxury residential towers and private royal villas.
- Demonstrated leadership through initiative taken and proactive project contributions when liaising with Senior & Design Directors, gaining trust to lead projects.
- Actively and collaborated daily with international cross-functional teams to produce design documentation ensuring 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 and to clients during meetings.
- Collaborated closely with design and technical teams to ensure the best design approach.

## Junior Designer - Retrouvius LTD, London

Mar 2016 - Nov 2017 | 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 & PROGRAMMES

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

## EDUCATION

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

## UX SKILLS

Interaction design

User research

Accessibility

User flows & journey mapping

Information Architecture

Wireframing & prototyping

User advocacy

Initiative driven

Problem solver

Details oriented

Continuous learner

Cross-functional collaboration

Figma/Sketch

Adobe Suite

Miro

User Brain

Maze

## LANGUAGES

French (Native)

Moroccan Arabic (Intermediate)

English (Fluent)

Spanish (Beginner)