



# SONIA BENSoudA

UX/UI DESIGNER

## PROFILE

Former Interior Architect (6 years experience) who has converted to UX/UI Design. Strong problem-solving skills, understanding of user needs and designing for them.

## CONTACT

- EU citizenship – Settled status
- +44(0)7762511875
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## SKILLS

Primary & secondary research  
Competitive analysis  
Information architecture  
Personas  
User flow / journey  
Sketch & wireframing  
Prototyping  
Lo-fi and hi-fi mockups  
Usability testing  
HTML, CSS, Javascript (basic)

## TOOLS

Figma  
Adobe XD  
Sketch  
InVision  
Miro  
Photoshop  
InDesign  
Illustrator

## EDUCATION

- 2022–2023 | GOOGLE UX DESIGN CERTIFICATE (REMOTE)**  
Completed 7 modules of Google's professional certificate (available on request)
- 2015–2016 | UAL CHELSEA COLLEGE OF ARTS (LONDON)**  
MA Interior and Spatial Design (A- Distinctions)
- 2010–2014 | CREAD INSTITUTE (LYON)**  
BA Interior Architecture and Global Design (Distinctions)
- 2010 | LYCÉE LYAUTEY FRENCH HIGH SCHOOL (CASABLANCA)**  
Baccalaureate (equal to A-level) in Economy and Sociology with English option

## EXPERIENCE

- FREELANCE DESIGNER | 2023–PRESENT  
LOCALINO (REMOTE, ABU DHABI)**  
**UI Design, Branding, Interior Design**
  - Designed website prototypes and high-fidelity mockups for a new Roman restaurant opening soon (Q3, 2023) in Abu Dhabi, UAE
  - Conducted a thorough competitive analysis of Italian restaurants in Abu Dhabi
  - Developed brand identity and design system
  - Designed takeaway packaging that reinforces the restaurant's brand identity.
  - Created interior design to reflect branding
- FREELANCE INTERIOR DESIGNER | 2021–2022  
DYER GRIMES ARCHITECTS (LONDON)**  
**High-end residential spaces**
  - Communicated with stakeholders to present physical and digital designs
  - Produced visually compelling presentations to support the architecture team's work by clearly communicating design solutions
  - Developed and implemented a design system to streamline the creation of design assets and ensure consistency across the interior department team, promoting scalability and efficiency
- MIDWEIGHT INTERIOR DESIGNER | 2020–2021  
HBA RESIDENTIAL (LONDON)**  
**High-end residential spaces**
  - Conceptualized and presented physical and digital design concepts to stakeholders, resulting in high levels of client satisfaction
  - Created 2D and 3D designs compliant with safety codes and regulations
  - Worked with international cross-functional teams to meet client objectives
  - Developed, reviewed, and refined drawings and construction documents
  - Coordinated with contractors and suppliers to ensure timely project completion

## SOFT SKILLS

Adaptive learner  
Task prioritisation skills  
Strong organizational skills  
Detail-oriented  
Cross functional collaboration  
Initiative-driven  
Creative and conceptual thinker

## INTERESTS

Digital collages & Arts  
Cooking  
Music  
Cinema  
Travelling

## EXPERIENCE (CONTINUED)

### ● JUNIOR/MIDWEIGHT INTERIOR ARCHITECT | 2017–2020 SHALINI MISRA LTD (LONDON)

#### High-end residential and commercial spaces

- Developed presentations showcasing interior schemes and sample boards
- Maintained and updated a design library system to support project planning
- Created 2D and 3D design drawings to effectively communicate design concepts
- Coordinated with contractors and suppliers to get quotes and arrange logistics
- Conducted site visits, and created floorplans and elevations

### ● JUNIOR INTERIOR ARCHITECT | 2016–2017 RETROUVIUS LTD (LONDON)

#### High-end residential and commercial spaces

- Assisted senior designers on residential and commercial projects
- Sourced and updated schedules (sanitaryware, materials, FF&E, hardware)
- Developed 2D elevations and plans
- Liaised with suppliers and contractors for quotes

## LANGUAGES

● FRENCH  
● ● ● ● ●

● ENGLISH  
● ● ● ● ●

● ARABIC  
● ● ○ ○ ○ ○

● SPANISH  
● ● ○ ○ ○ ○