



SONIA BENSoudA

PROFILE

Product Designer with a background in Interior Architecture and a demonstrated transition in 2023. My transferable skills include empathy, an iterative approach, visual acumen, commitment to continuous learning, and effective communication with diverse stakeholders, including technical teams.

CONTACT

- 📍 EU citizenship – Settled status
Willing to relocate
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SKILLS

User interview & Survey
Heuristic Evaluation
Competitivity Study
Information Architecture
User Flow & Journey Mapping
Lo-Fi & Hi-Fi mockups
Prototyping
Usability Study
Service Design
UX Strategy (beginner)

TOOLS

Figma
Adobe XD
Sketch
Miro
Maze
Photoshop
InDesign
Illustrator

EDUCATION

- 🎓 **GOOGLE UX DESIGN CERTIFICATE | 2022–2023**
Completed 7 modules of Google's professional certificate (Remote)
- 🎓 **MA INTERIOR AND SPATIAL DESIGN (A- DISTINCTIONS) | 2015–2016**
UAL Chelsea college of arts (London)
- 🎓 **BA INTERIOR ARCHITECTURE (DISTINCTIONS) | 2010–2014**
CREAD INSTITUTE (Lyon)

EXPERIENCE (PART 1)

- 🎯 **PRODUCT DESIGNER | JUNE 2023–PRESENT**
ADDIN365 (LONDON)
SAAS, Microsoft Chartered Partners
 - Conducted user research to gather insights, prioritise, define opportunities and inform design decisions needed for the project.
 - Led end-to-end design processes for an Analytical Dashboard to track employees' engagement on SharePoint. From research to ideation and prototyping, from handover to the dev team to continuous research post-launch. User score:7/10
 - Aligned the designs with Microsoft design system Fluent 2 and created a design kit.
 - Collaborated daily, in a fast-paced environment, with cross-functional teams, including developers, stakeholders and the marketing team to ensure alignment of the design goals with technical feasibility and project timelines.
 - Setting up a UX Design Strategy to improve the company's UX maturity. Advocate for users and educate the company on User Experience approaches and methods.
- 🎯 **FREELANCE DESIGNER | 2021–2023**
LOCALINO (ABU DHABI) & DYER GRIMES ARCHITECTURE (LONDON)
Web Design, UI
 - Ideating, wireframe brainstorming and sketching to develop website layouts.
 - Produced high-fidelity mock-ups and prototypes, ensuring alignment with client specifications and user interface best practices (Adobe XD).
 - Presented design concepts and solutions to clients, communicating the rationale behind design choices and incorporating feedback for refinement.**Interior design (transferable skills)**
 - Communicated with stakeholders to present physical and digital designs.
 - 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.

SOFT SKILLS

Task prioritisation skills
Empathy and user advocacy
Detail-oriented
Continuous learning
Cross-functional collaboration
Initiative-driven
Stakeholder management

INTERESTS

Digital collages & Arts
Photography
Tennis
Cinema
Food and Wine

EXPERIENCE (PART 2)

THE EXPERIENCE SHOWN BELOW SERVES TO HIGHLIGHT MY TRANSFERABLE SKILLS, DEMONSTRATING MY CAPABILITY TO EFFECTIVELY COMMUNICATE DESIGN SOLUTIONS, COLLABORATE WITH STAKEHOLDERS

● MIDWEIGHT INTERIOR DESIGNER | 2020–2021 HBA RESIDENTIAL (LONDON)

High-end residential spaces

- Produced compelling presentations to support the architecture team's work by clearly communicating design solutions.
- 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.

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

High-end residential and commercial spaces

- Developed presentations and moodboards showcasing interior schemes.
- Created 2D and 3D design drawings to effectively communicate design concepts.
- Coordinated with contractors and suppliers to obtain quotes and arrange logistics.
- Conducted site visits, created floor plans and elevations.

LANGUAGES

● FRENCH
●●●●●

● ENGLISH
●●●●●

● ARABIC
●●○○○

● SPANISH
●●○○○