

SOHINI KHATUA

UX/PRODUCT DESIGNER

CONTACT

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EDUCATION

2019 - 2020

UNIVERSITY OF ALABAMA AT
BIRMINGHAM

- Master of Public Health

2013-2017

UNIVERSITY OF HOUSTON

- B.S. in Psychology

SKILLS

- Visual/Motion Design
- Wireframing
- User Interface
- Interaction Design
- Rapid Prototyping
- Usability Testing
- UX Research/Data Analysis
- HTML/CSS
- Survey Design and Analysis

TOOLS

- Figma
- Adobe Suite
- Useberry/Maze
- Fullstory
- Chameleon
- Zeplin
- Jira
- Notion

WORK EXPERIENCE

UX/UI Designer

2022-PRESENT

EverCommerce

- Led research and redesigned the scheduling system that resulted in a 60% boost in user satisfaction, along with significant improvements in engagement and task completion rates
- Build high-fidelity prototypes, component library, style guide and definitions to ensure consistency across all products
- Create and conduct usability tests among diverse pools of end-users and stakeholders, and effectively communicate findings to substantiate design decisions or proposed changes
- Conduct user behavior analysis using tools such as Fullstory to identify drop-off points and translate findings into actionable design and product improvements
- Work closely with stakeholders, product managers, and engineers to collaborate on designs, ensuring business and product needs are met

Software Engineer

2020-2021

Academy Mortgage

- Contributed to the development of products from specifications definition through successful deployment
- Conducted weekly User/Business testing sessions
- Improved UI responsiveness, implemented style changes, and added different functionalities to business and development applications

Software Engineer Intern

2020

Academy Mortgage

- Developed, maintained, and shipped production code primarily using HTML, CSS, JavaScript, React, and SQL

COVID-19 Case Investigation Intern

2020

UAB SOPH in partnership with Alabama Dept. of Public Health

- Conducted telephone case investigations and contact tracing for COVID-19; documented exposure details and isolation guidance in Alabama Department of Public Health database.
- Delivered CDC-aligned education on quarantine/isolation, testing, and resources.

Research Assistant

2015-2016

UH Health and Anxiety Research Lab/Substance Use Clinic

- Assisted in UX research activities such as data collection/analysis
- Analyzed and improved UX measures through increased user feedback collection