



SONAM AGARWAL

CREATIVE UI & UX, WEB & GRAPHIC DESIGNER

PHONE
+971 527 393955

EMAIL
hello@sonamagarwal.com

ADDRESS
ABU DHABI, UAE

Profile Info.

I am a confident, articulate and determined Visual Designer who has experience of being involved in a wide range of projects. My focus and competencies include creative direction, user interface design, user experience design, visual design, iOS design, web design, graphic design, and animation. Ability to come up with interesting ideas & work closely with clients to create innovative, elective, unforgettable marketing campaigns. I have a good design sensitivity and a great attention to detail.

My Skills.

Professional Skills

Photoshop & Illustrator	●●●●●●
XD & Sketch	●●●●●●
Figma, Invision	●●●●●●
HTML, CSS	●●●●●●
Indesign	●●●●●●
Wordpress	●●●●●●
MS Office Apps	●●●●●●
After Effect & Premiere Pro	●●●●●●

Personal Skills

Leadership	●●●●●●
Teamwork	●●●●●●
Integrity	●●●●●●
Loyalty	●●●●●●

My Portfolio.

www.sonamagarwal.com/home
[in/sonamittal](https://www.linkedin.com/in/sonamittal)

My Blog.

www.verybestforyou.com

Work Experience.

Oct'21 - Present

Al Muwatta Center,
Zayed University
Abu Dhabi

Senior Designer

Working on range of design pieces from arabic & english books designing to Govt. Conferences full brand marketing design. Working collaboratively with creative directors, business analysts and developers on conceptualizing and producing print ready material. Responsible for all aspects of user interaction design from initial design proposals, wireframe mockups, design comps, implementation, testing and style guides.

Nov'-20 Sept '21

MCO, Abulhair Group,
Abu Dhabi

UI/UX , VISUAL & MOTION DESIGNER

Creating visually engaging, innovative and functional mobile and Web designs and promotional graphics & videos. Working collaboratively with other designers and cross-functional team to ensure a consistent, integrated brand perception and user-experience. Working in a fast paced environment with electively handling multiple projects at one time .Communicating , receiving and interpreting user & clients feedback, to improve designs in future iterations.

July'18 - Nov'20

Multiple Clients

Freelance Designer

Engaging and collaborating with product owners, managers, and development leads to solve complex user and business goals, while empowering excellent, high-quality visual & motion web & mobile designs, concept models, heuristic reviews, sitemaps, process flows, sketches and wireframes, along with interactive prototypes, and animation. Print design of collateral, signage, flyers, brochures and business cards.

Jan'18 - July'18

Icon Clinic, Abu Dhabi

UI/UX Designer

Worked on the interaction design and IA for the redesign of iconclinic.com Produced site architecture, wireframes and user flows. Deliverables included high fidelity wireframes and an interactive prototype. Helmed the design, branding and development of all online and marketing materials. Performed analysis of client business models and worked to deliver a cohesive marketing approach through design of existing and proposed touch points. Bolstered brand awareness through visual advertising and marketing, social media, interactive applications and search engine optimization.

Jan'17 - Dec'18

Iptikar Publishing ,
Abu Dhabi

Visual Designer

Responsibility for overall web project management development to execution and maintenance. Designed site architecture, personas, visual design and front end development for Iptikar Clients. Managed and executed all promotional web and print design assets. Worked collaboratively with creative directors & business analysts

Jun'16 - Dec'17

Multiple Clients ,
Abu Dhabi

Freelance Web Designer

Projects included design of websites. Responsible for all aspects of user interaction design from initial design proposals, wireframe mockups, design comps, implementation, testing and style guides. Deliverables included storyboards, sketches and hi-fidelity wireframes of core user journeys, landing and sub pages.

Apr'14 - Dec'15

Costoso Designs,
INDIA

ENTREPRENEUR / UI/UX Designer

Conceptual thinking and design for an e-commerce website application intended to sell Indian fashion. Harmonized the product's user interface and user experience and translated brand values to digital interactive, print, web and video media. Branding and Marketing: Designed the logo , bags, packing material ,brochures and created various ATL and BTL marketing collaterals. Electively driving brand awareness, engagement and traffic to social media pages.



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My Skills.

Professional Skills

- Photoshop & Illustrator ●●●●●
- XD & Sketch ●●●●●
- Figma, Invision ●●●●●
- HTML, CSS ●●●●●
- Indesign ●●●●●
- Wordpress ●●●●●
- MS Office Apps ●●●●●
- After Effect & Premiere Pro ●●●●●

Personal Skills

- Leadership ●●●●●
- Teamwork ●●●●●
- Integrity ●●●●●
- Loyalty ●●●●●

My Portfolio.

- [www.sonamagarwal.com /home](http://www.sonamagarwal.com/home)
- [in/sonammittal](#)

My Blog.

www.verybestforyou.com

Education.

PGDBA, MAJOR IN CLIENT RELATIONS
SYMBIOSIS UNIVERSITY | 2009 - 2011

BACHELOR OF COMMERCE
UNIVERSITY OF DR. BHIM RAO | 2005 - 2008

Certifications.

GOOGLE ANALYTICS, DIGITAL MARKETING, MOBILE ADVERTISING,
ADWORDS CERTIFICATION
GOOGLE | INDIA | 2017

SIX SIGMA CERTIFICATION
BENCHMARK SIX SIGMA (RABQSA) | INDIA | 2011

3 YRS IT DIPLOMA IN MIS (GNIIT)
(SQL , ASP.NET, RDBMS, MS ACCESS ADVANCED, MS EXCEL ADVANCE,
PHP, CSS/HTML, WORDPRESS, ADOBE SUITE)
NIIT LTD. | INDIA | JUN 2008

ORACLE 9.0
NIIT LTD. | INDIA | JUN 2008