Disha Bonner
UX/UI Designer | Product Designer

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Professional Summary

A lifelong learner who transitioned into UX/UI Design, leveraging a background in psychology and management. As a self-starter, I learned to design an e-commerce website and gained hands-on experience and understanding of intuitive interfaces and seamless user journeys, which led to graduating from a reputable UX Design program. My passion for UX and cognitive psychology has helped me build a strong foundation for understanding users' needs and pain points. I am proficient in user research, wireframing, prototyping, and visual design, allowing me to create intuitive designs. With a growth mindset, I continuously stay updated with design trends, emerging technologies, and best practices. By utilizing my understanding of human behavior and cognitive psychology, I analyze user insights and pain points. Moreover, my passion for visual storytelling allows me to create engaging user experiences.

Experience

Savi Finance   **Jan'23 - PRESENT**
UX/UI Designer

- Maintaining good file hygiene by creating components, reducing inconsistency with the design system, and adhering to information architecture protocols reducing the time spent on ideation by 35%.
- Redesigned a transaction input flow to reduce scroll and manage user error by 20 % and added additional features such as options to auto-sync transactions from receipt.
- Collaborating with cross-functional teams, including developers and engineers to design and prototype innovative interaction design.

Digital Marketer   **Sep'20 - Jan'23**
Content Creation | Content Strategist | Instagram Influencer

- Created social media content such as reels, infographics, and digitals to create brand equity and trust among users. Leveraged skills like photography, videography, video editing, graphic design, web design, and content management systems (CMS).
- Targeted social media advertising and content, which led to an increase in followers to 104,000 and expanded brand reach and engagement.
- Leveraged data analytics skills to fine-tune approach—boosting engagement and delivering high-value results. Led PPC campaign optimizations to a 25% decrease in cost per acquisition and a higher overall ROI.

Oak & Earth Goods   **Aug'20 – Jan'23**
E-Commerce Founder | UX Designer | UI Designer | Content Creator

- Applied UX design principles to create a Squarespace website and achieved ~5000 orders in sales by developing and implementing effective sales and marketing strategies.; Accelerated $30K in sales with social media marketing/affiliation.
- Utilized SEO keywords and implemented digital marketing strategies to boost the company's revenue by 20% and increase market reach.
- 12-16% engagement growth rate within the platform as a result of analyzing feedback. Lead generation campaigns resulted in a 30% increase in email subscriptions and newsletter sign-ups.

Lakeland Montessori School   **Aug'12 - July'20**
Curriculum Coordinator | Teacher Trainer | Lead Teacher

- Generated over $30K for the school by leading a summer camp program.
- Led and trained future Montessori teachers on various subjects while serving as Teacher trainers.
- Implemented a new inventory system that led to a 20% reduction in operational costs.
- Liaised with the accreditation team to facilitate the school in receiving national American Montessori Society Accreditation.

UX/UI Projects

Simply Healthy Recipe App https://www.uxwithdisha.com/recipe-app-case-study
End-to-End Product Lifecycle: *The ultimate recipe and grocery delivery app that makes healthy eating habits accessible and saves time for users.*

- My Role: UX Designer, UX Researcher, UI Designer, Presentation
- Conducted user research by using qualitative and quantitative research methodologies. Recruited 10+ users in the community to learn about user needs, challenges, and pain points.
- Led a competitive analysis of similar products in the market and conducted usability testing to learn about the users' needs. Designed wireframes, and user flow journeys, and created high-fidelity designs for usability testing. Conducted usability testing for 10-plus users

Road and Trails https://www.uxwithdisha.com/roadandtrails
An E-Commerce Webpage Redesign: *This e-commerce website redesign was to improve the conversion rate by tackling the abandonment of the shopping cart.*

- Took a deep dive in learning about the problem the online bike shop faced. **-** 50% of users open on average 7 item pages and then abandon the site without moving any items into the cart.
- Led a competitive analysis to learn about the popular bike shops such as Target, Amazon, Mike's Bike
- Designed and improved user flow by tackling the issue of abandoned carts using UX Design principles.

Radius Church https://www.uxwithdisha.com/radiuschurch
A Design Sprint Project *A service design real-world project for the local church to help design the landing page, sign-up forms, and email automation*
- Synthesize research already provided by the company to expedite the design sprint process. Engaged in brainstorming sessions to create quick solutions and designed low-fidelity designs for usability testing
- Used Google's Design Sprint Methodology to create a quick prototype

Education

- **UX/UI Design Certificate,** University of South Florida
  ~700+ hours of core UX/UI Design advanced content covering user experience and user interface design.

- **Bachelors in Psychology,** University of Illinois

- **Masters in Education,** Plymouth State University

- **Digital Marketing Course**, Google Coursera ~In Progress

Skills

UX Core Skills: User Research and strategy, Usability Testing, Information Architecture, Research, Sketching, Wireframing, Prototyping, Mockups
Technical: Figma, Figjam, Adobe XD, E-Commerce Management, Digital Marketing, Adobe Creative Suite, HTML, CSS, UI Design, Agile, Sketch, WIX, WordPress, Squarespace, Saas, Miro
Soft Skills: Jira, Confluence, Communication,, Leadership, Management, Presentation, Branding, Empathy, Problem-Solving