

Pinkle Soni

Product Designer

[Portfolio](#) [LinkedIn](#) [GitHub](#)

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Ahmedabad, India (open to relocation)

OBJECTIVE

Product Designer with 3+ years across e-commerce, AI, and B2B products, including enterprise-scale UX. Independently shipped two AI-native products from research through build, working AI-natively across the full toolchain including Figma MCP, Cursor, Claude, and Lovable.

WORK EXPERIENCE

Product Designer (Web), E-commerce Jan 2025 – Jun 2026

Centinela Feed And Pet Supplies, CA, USA

- Designed end-to-end checkout and payments UX, one-tap checkout, saved payment methods, in-checkout reservations, cutting checkout time 50% and lifting conversion
- Restructured product information architecture from category-first to intent-driven cutting navigation friction 35% and raising average order value 12%
- Designed an end-to-end frequent-buyer loyalty program, increasing repeat-purchase retention 18%
- Ran 100+ promotional campaigns and 50+ A/B tests in Figma and Salesforce using AI-driven research, driving 1,000+ redemptions and shortening design sprint cycles 40%
- Built a scalable Figma design system mapped to frontend CSS tokens, cutting developer rework and speeding delivery across all commerce surfaces

MORE EXPERIENCE

Founding Product Designer, EdTech AI — Thinkverse (formerly Learnie AI), Boston, USA Dec 2023 – Jan 2025

Led UX research with 20+ participants through remote usability testing, cutting task completion time 40% and improving retention

Improved SaaS usability 30% through adaptive design patterns and heuristic evaluation; applied WCAG standards via ARIA roles and contrast-check algorithms

Web Designer, Retail — VN Exports, Ahmedabad, India Aug 2020 – Dec 2021

TECHNICAL

HTML / CSS / JavaScript

React (token & component mapping)

Design Tokens & Component Architecture

Claude + Cursor for design-to-code handoff, Figma MCP

AI-NATIVE WORKFLOW

- Claude + Cursor for design-to-code handoff, Figma MCP to sync live components with code
- Lovable + Supabase for AI app prototyping, Prompt engineering for UI generation

EDUCATION

M.S. Information Systems (UX) Jan 2022 – Jan 2024

Northeastern University, Boston

B.Tech, Information Technology May 2016 – Jun 2020

SRM University, Chennai, India

SKILLS

Product Thinking
Product Eval
Usability Testing
A/B Testing
Micro-interactions
WCAG Accessibility
Information Architecture
Heuristic Evaluation
Hotjar Funnel Analysis
End-to-End Product Design
Figma (Design Systems)
Dev Mode, MCP
Miro, Qualtrics
Midjourney
Adobe Creative Suite
Salesforce, GitHub
Vercel

TOOLS

Figma
Miro, JIRA
Qualtrics
Midjourney
Adobe Illustrator
Expo Go
GitHub
InDesign, Photoshop, XD

LANGUAGE

English · Fluent
Hindi · Native