

Disha Bonner

UX/UI Designer | Product Designer

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Portfolio: www.uxpertdesigns.com | [Linkedin](#)

Professional Summary

Innovative and detail-oriented User Experience Researcher with a solid background in cognitive psychology, Montessori education, and curriculum design. I am passionate about leveraging user-centered design principles to enhance digital experiences. Combining strong analytical skills with a deep understanding of human behavior, I drive insights that inform product development and optimize user engagement. My skills encompass both qualitative and quantitative research methods, enabling me to design impactful studies that reveal user needs and preferences.

Experience

Website Design Freelancer

Sep'24 - Present

Content Creation | Content Strategist | Web Designer

- Designed and developed user-centric websites tailored to business needs.
- Optimized PPC campaigns, reducing acquisition costs and improving ROI.
- Created wireframes, prototypes, and mock-ups using Figma
- Managed project timelines and deliverables using Agile methodologies
- Crafted compelling content that elevated brand visibility, substantially improving audience engagement metrics.
- Implemented A/B testing for social media posts, allowing data-driven adjustments that enhanced user interaction and content effectiveness.
- Analyzed audience demographics to tailor content strategies, fostering deeper connections and driving noticeable increases in follower retention.

Savi Finance

Jan'23 - Jan'25

Product Designer

- Managed design consistency, reducing ideation time by 35%, enhancing efficiency.
- Redesigned transaction flow, cutting user errors significantly, and adding auto-sync features.
- Collaborated with teams to prototype designs, improving user satisfaction through research.
- Streamlined information architecture, ensuring clear design protocols and reduced inconsistencies.
- Facilitated workshops with stakeholders to gather insights, ensuring that design solutions aligned with business objectives and user needs.
- Created interactive prototypes for testing, streamlining the feedback process, and accelerating the design cycle without compromising quality.

- Designed Squarespace site, achieving 5000 sales orders through strategic marketing.
- Implemented SEO and digital strategies, increasing revenue by a fifth.
- Analyzed feedback for a 12-16% engagement rise, boosting subscriptions by 30%.
- Led e-commerce redesign, significantly improving user experience and conversion rates.
- Developed content strategies enhancing organic traffic and brand visibility.

Lakeland Montessori School
Curriculum Coordinator | Teacher Trainer | Lead Teacher

Aug'12 - July'20

- Led summer camp, generating \$30K, enhancing the school's financial resources.
- Trained future Montessori teachers, improving instructional quality.
- Implemented an inventory system, cutting operational costs significantly.
- Facilitated national accreditation, boosting the school's reputation.
- Executed curriculum improvements, increasing student engagement.

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

Radius Church

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 the 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.
- **Bachelor's in Psychology**, University of Illinois
- **Master's in Education**, Plymouth State University
- **Introduction to Generative AI**, Google Coursera
- **Python Programming Essentials**, Rice University

Skills

UX Core Skills: User Research and strategy, Usability Testing, Information Architecture, Research, Sketching, Wireframing, Prototyping, Mockups, Excellent Analytical Skills,

Technical: Figma, Figjam, Adobe XD, E-Commerce Management, Digital Marketing, Adobe Creative Suite, HTML, CSS, UI Design, Agile, Sketch, WIX, WordPress, Squarespace, Saas, Miro, MS Office, Excel, PowerPoint, Prompt Engineering

Soft Skills: Jira, Confluence, Leadership, Management, Presentation, Branding, Empathy, Problem-Solving, Excellent Verbal & Written Communication Skills, Active Listening, Ability to Solve Problems Efficiently, Interrelationships,