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San Francisco Bay Area

## EDUCATION

### University of Michigan

Class of 2019

MS Human Computer Interaction

### RV College of Engineering

Class of 2014

BE Computer Science

## SKILLS

Sketch, Invision, Principle,  
Wireframe, Prototype,  
Negotiation, Trade offs,  
Storytelling, Usability Testing,  
Info Architecture, Interviews,  
Material Design, iOS HIG,  
Heuristic Evaluation,  
Stereotype & Implicit Bias,  
HTML, CSS, Javascript,  
Python, D3.js, Flask

## RECOGNITION

Author, Full Research Paper  
CHI 2020

Author, Voice UX  
UXMatters Journal

Author, Interactive Demo  
CSCW 2018

Best Student Design  
UXPA International 2018

Speaker, Lightning HCI talk  
Grace Hopper India 2016

Speaker, Poster  
India HCI 2016

Employee Spot Award  
Akamai 2016 & 2015

# Sonali Tandon

User Experience Designer

## WORK EXPERIENCE

### MobileIron

UX Designer II

Mountain View, Aug 2019 – Present

- Design lead for productivity & security for 3 mobile apps across Android, iOS, iPadOS impacting 4+ million international users.
- Shipped 7+ features of Email+ resulting in 147% increase in NPS score in just half a year. Highest improvement of all products.
- Drive UX evaluation in strategic business initiative for customer growth.
- Lead customer journey map to identify service design gaps.
- Work with customers, PMs, engineering, research during project sprints.

### Comp.Social Lab

Lead Designer & Engineer

Ann Arbor, Sep 2018 – Apr 2019

- Conceived & designed “Synthesized Social Signals” (S3s), a new social signal that helps users interact safely with strangers on social platforms.
- Developed “Sig”, a chrome browser extension on Twitter that uses S3s to detect online abuse, toxicity & misinformation.
- Published research paper & demo at CHI 2020 & CSCW 2018.

### MediaMath

UX Design Intern

New York City, Jun 2018 – Aug 2018

- Created 2 personas using inclusive design to facilitate user centered thinking across cross functional teams.
- Designed feature of Ad web report to help traders gauge smart insights.
- Led coding workshop for UX team to set up design system.

### Info. Interaction Lab (Masco Cabinetry)

UX Designer & Engineer

Ann Arbor, Dec 2017 – Apr 2018

- Iteratively designed & delivered coded prototypes of an AR kitchen for faster shopping of cabinets at Masco Cabinetry dealerships.
- Conducted competitive analysis of AR mobile shopping apps.

### Akamai

Software Engineer II

Bangalore, Jun 2014 – Apr 2017

- Developed UI and back-end of Partner portal and internal Salesforce tools used by 1+ million sales & marketing team to engage leads.
- Organized multiple events at org-level to foster team bonding.