


MUSKAN SONI

 Female, 25



IIM SIRMAUR
KNOWLEDGE LEADERSHIP

Summer Intern @ National Fertilizer Ltd | E&I Cell | UX Designer | Marketing and Prod-Man Enthusiast

EDUCATION

Year	Degree	Institute/ School	Percentage
2025	MBA	Indian Institute of Management Sirmaur	61.25
2023	B.Sc. (Biotechnology)	Gandhi Vocational College, Guna	81.75
2018	XII CBSE	Christ Sr. Sec. School, Guna	72.20
2016	X CBSE	Christ Sr. Sec. School, Guna	81.70

SUMMER INTERNSHIP

National Fertilizer Limited		Vocational Trainee	Apr '24 – May '24
Human Resource in Action: NFL	<ul style="list-style-type: none">Managed cross-functional projects in HR & Business Strategy, ensuring compliance and optimizing operational efficiency; led large-scale coordination efforts, strategic planning and stakeholder engagementSpearheaded union operations to ensure legal compliance and foster strong industrial relations while efficiently managing budgets, vehicle logistics, and coordination with security teams in the admin department		

INTERNSHIPS

Siashmed Lifecare		UI Design Intern	Sep '22 – Nov '22
Web Design	<ul style="list-style-type: none">Designed the landing page for Siashmed's website, and demonstrated proficiency in UI and UX workLearned new features of Figma software and UI design principles implementing them in various design projects to enhance expertise in web design within a startup environment. and deepened my understanding of business operations		
Aid for Ed		Graphic Design Intern	Nov '21 – Jan '22
Graphic Design	<ul style="list-style-type: none">Designed the logo, banners, social media posts and templates for an annual event by showcasing a commitment to creativity and mastering skills in Adobe Illustrator and Adobe Photoshop		
Achievements	<ul style="list-style-type: none">Received a Letter of Recommendation from the founder for an excellent design work		

LIVE PROJECTS

Foruppo		Project Management	Apr '24 - Jul '24
Brandmingle Bengaluru	<ul style="list-style-type: none">Created a digital platform to streamline the sponsorship process between social media influencers and brands in Bangalore, with motive of enhancing efficiency and effectiveness in influencer marketing campaigns		

CAPSTONE PROJECTS

Product Management			Mar '25 - Apr '25
SRU Solar Heating	<ul style="list-style-type: none">Spearheaded end-to-end product lifecycle for a solar system, defined roadmap, and created PRD, user stories, and product backlog, leading to beta testing across user segments with actionable usability insightsDrove automation execution and cross-functional alignment across teams to solve critical product issues and delivered UAT, KPI-driven demand generation plan, and GTM strategy to ensure launch readiness		
UX Design			May '22 - Jul '22
Yaara	<ul style="list-style-type: none">Crafted a website and an app for senior citizens using Figma software, focusing on intuitive UX/UIDeveloped personas, user stories, sitemaps, and wireframes for seamless navigation and conducted usability studies and created low and high-fidelity prototypes, mock-ups, and design guides		

ACADEMIC PROJECTS

Indian Institute of Management, Sirmaur			Oct '23 - Dec '23
Marketing Research	<ul style="list-style-type: none">Employed strategic methodologies and theoretical knowledge to conduct in-depth marketing research, leveraging data analysis and consumer insights to drive actionable business recommendations using SPSS		
Indian Institute of Management, Sirmaur			Oct '24 - Dec '24
Agile Software Development	<ul style="list-style-type: none">Led the development of MedRento, a healthcare equipment rental platform, by defining business and functional requirements, managed user stories in Jira & optimized customer journeys through seamless UI/UX designUsed SCRUM and Agile methodologies to streamline product lifecycle management and enhanced efficiency		

PROFESSIONAL SKILLS

UX/UI Designing	Market Research	Digital Marketing	Business Analytics	Python	SQL
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PROFESSIONAL CERTIFICATIONS

UX Designing	<ul style="list-style-type: none">Certified as a professional UX designer by Google, consisting of seven sub-certificates in 2022Developed an interactive design portfolio of UX/UI design showcased through a website		
Digital Marketing	<ul style="list-style-type: none">Acquired expertise in the fields of Social Media Marketing and Search Engine Optimization (SEO)Mastered Google Analytics for campaign analysis, data interpretation, and informed decision-making		
Lean Six Sigma	<ul style="list-style-type: none">Achieved the KPMG Lean Six Sigma Green Belt certificate, showcasing expertise in identifying and rectifying operational inefficiencies while optimizing overall process performance		

POSITIONS OF RESPONSIBILITIES

E&I Cell <i>IIM Sirmaur (2023-24)</i>	<ul style="list-style-type: none">Executed social media strategies to enhance online presence and engagement and designed cell merchandiseSpearheaded events and facilitated entrepreneurship by connecting student startup ideas with experienced mentors		
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EXTRACURRICULAR ACTIVITIES

	YEAR
1st Runner up, Science Exhibition	2015

OTHER INTERESTS

Travelling	Painting	Sketching	Music	Photography
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