MUSKAN SONI





Managad cross-functional projects in HR & Business Strategy, ensuring compliance and optimize in Action: NFL	in Female, 25				IIM SIRMAUR	
2023 B.S. (Biotechnology) Gandli Vocational College, Guna 81.75 2016 XTRSE Christ St. Sec. School, Guna 72.20 2016 XCBSE Christ St. Sec. School, Guna 81.70 SUMBER INTERNSHIP National Fertilizer Limited Vocational Trainee Apr. 24 - May Human Resource in Action: NPL 8 Human Resource in Action: NPL 8 Human Resource in Action: NPL 9 Web Design Vocational efficiency; led large-scale coordination elfors, strategic planning and stakeholder engagem in Action: NPL 9 **Spearheaded union operations to ensure legal compliance and foster strong industrial relations we efficiently managing budgets, which logistics, and coordination with security teams in the admin department of the security of the security teams in the admin department of the security of the security teams in the admin department of the security of the security teams in the admin department of the security of the security teams in the admin department of the security of the security teams in the admin department of the security of the security teams in the admin department of the security of the security of the security teams in the admin department of the security of the security of the security teams in the administration of the security of the security teams in the security teams in the security of the security of the security of the secu		n @ National Fertilizer Ltd E	&I Cell UX Designer Marke	eting and Prod-	Man Enthusiast	
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SUMMER INTERNSHIPS	2023					
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Designed the landing page for Siashmed's website, and demonstrated preficiency in UI and UIX we Learned new features of Figma software and UI design principles implementing them in various design project orthance expertise in web design within a startup environment, and decpend my understanding of business operation. Achievements						
Lamed new features of Figma software and UI design principles implementing them in various design project methance expertise in web design within a startupe environment, and deepend my understanding of business operation and for Ed Graphic Design Designed the logo, banners, social media posts and templates for an annual event by showcas commitment to creativity and mastering skills in Adobe Illustrator and Adobe Photoshop Received a Letter of Recommendation from the founder for an excellent design work.	Siashmed Lifecare		UI Design Intern		Sep '22 – Nov '22	
Designed the logo, banners, social media posts and templates for an annual event by showeas a commitment to creativity and mastering skills in Adobe Illustrator and Adobe Photoshop Received a Letter of Recommendation from the founder for an excellent design work INVE PROJECTS Foruppo		 Learned 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 				
Achievements Received a Letter of Recommendation from the founder for an excellent design work	Aid for Ed	<u> </u>				
Live Projects Project Management Apr '24 - Jul		a commitment to creativity and mastering skills in Adobe Illustrator and Adobe Photoshop				
Project Management	0					
Created a digital platform to streamline the sponsorship process between social media influencers in brands in Bangalore, with motive of enhancing efficiency and effectiveness in influencer marketing campai product Management	· · ·					
CAPSTONE PROJECTS Froduct Management Separable and an appropriation of the 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 insight					Apr '24 - Jul '24	
SRU Solar Heating SRU Solar Heating Heating SRU Solar Heating Heati						
SRU Solar Heating SRU Solar Heating Heating Hooked to conduct incomes now intuitive UX/VI May Solar interpretation, by defining business and function requirements, managed user stories in Jira & optimized customer journeys through seamless UI/VIX designer by Google, consisting of seven sub-certificates in 2021 Developed an interactive design portfolio			ive of enhancing efficiency and effecti	weness in influen	cer marketing campaigns	
SRU Solar Heating UX Design Occupants Crafted a website and an app for senior citizens using Figma software, focusing on intuitive UX/UI Developed personas, user stories, sitemaps, and wireframes for seamless navigation and conduc usability studies and created low and high-fidelity prototypes, mock-ups, and design guides ACADEMIC PROJECTS Indian Institute of Management, Sirmaur Oct '23 - Dec Marketing Research Employed strategic methodologies and theoretical knowledge to conduct in-depth marketing resear leveraging data analysis and consumer insights to drive actionable business recommendations using SPS Indian Institute of Management, Sirmaur Oct '24 - Dec Agile Software Development Led the development of MedRento, a healthcare equipment rental platform, by defining business and functior requirements, managed user stories in Jira & optimized customer journeys through seamless UI/UX des UX/UI Designing Market Research Digital Marketing Certified as a professional UX designer by Google, consisting of seven sub-certificates in 2022 Acquired expertise in the fields of Social Media Marketing and Search Engine Optimization (SE Mastered Google Analytics for campaign analysis, data interpretation, and informed decision-maked and rectifying operational inefficiencies while optimizing overall process performance POSITIONS OF RESPONSIBILITIES E&I Cell IM Simmur (2023-4) Executed social media strategies to enhance online presence and engagement and designed cell merchand stratuging model competition of 1st runner-up among 200 participating teams in a science Secured the position of 1st runner-up among 200 participating teams in a science working model competition organised during class X in Christ St. Sec. School, Guna						
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OTHER INTERESTS	OTHER INTEREST	TS Table 1				
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