Sonali Zaveri

Accessibility Certified Product Design Leader & Front-End Developer

Portfolio: sonalizaveri.com   LinkedIn: linkedin.com/in/sdzaveri

Design Lead │ ideas42 Ventures
March 2021 to present

ideas42 Ventures is a venture studio that recruits entrepreneurs from under-represented communities and supports them in the development of impact focused businesses and software products.

Managed a team of senior designers who each paired with entrepreneurs to develop their product and business
- Conducted weekly 1:1s, team meetings, and design reviews
- Managed team hiring, resourcing and relationships with design contractors
- Created career ladders and implemented studio-wide feedback program

Led **product and design** for 4 studio ventures, taking businesses from an idea to initial product launch
- **User Research:** Conducted interviews, surveys and usability tests
- **Early Product Testing:** Ran no-code tests of product ideas and conducted research to evaluate results
- **Product Strategy:** Defined an outcome-based product vision and roadmap
- **Information Architecture:** Defined the IA for new products, iterated with CEO and engineering feedback
- **MVP Design:** Created wireframes and designed high-fidelity mockups
- **Front-End Development:** Wrote front-end of MVPs using ReactJS and Material UI
- **Brand Design:** Established logo, typography, color, imagery, and UI patterns

As studio wide operations lead, ran initiatives to improve **employee wellness and studio logistics**

Design Manager, Design System Lead │ OpenGov
August 2019 to March 2021

OpenGov is a mission-driven company that builds enterprise software for local government.

Led strategy and development of company wide React-based **design system**
- **Designed and Developed Components:** Led architecture, design and development of new components and expanded functionality of existing components
- **Established Process:** Established new processes for component creation and code review that streamlined the process and better incorporated it into the existing design and development process, significantly improving system quality and adoption
- **Built Roadmap:** Established the system as a product within the business with it's own roadmap and quarterly priorities, gaining buy in from executives on system strategy
- **Created documentation:** Developed storybook examples and a Figma library for the system

Managed a team of junior designers
- Conducted weekly 1:1s to review design work and **provide mentorship and guidance**
- **Planned and coordinated design resources** across multiple engineering teams
- Partnered with recruiting teams to **conduct hiring** of product designers
- Partnered with VP of Design to develop and implement **company wide design strategy**

Launched and led **accessibility program** to define company wide standards for training and development

   Advocated for **accessibility as a key business objective**, gaining buy in from the CEO
   and budget for dedicated QA headcount

   Designed and conducted accessibility training across all engineering and design teams

   Established a **VPAT creation** process across suite of 5+ products

   Joined accessibility related **customer conversations** as the company's sole subject matter expert

Led product design and front-end development of **strategic initiatives**

   Partnered with customer success and sales to improve company onboarding, support materials, and customer usage data collection

   Led redesign of **newly acquired companies** to apply OpenGov design standards and patterns

   Led redesign of **navigation system** across product suite, supporting business objective of encouraging cross suite usage and upsells and design objective of improved product navigation and information architecture

Senior UX Designer / Developer │ Oracle Utilities (Formerly Opower)
November 2016 to August 2018

Opower, acquired by Oracle Utilities, builds tools that apply behavioral science to encourage energy efficiency in utility customers. Oracle Utilities is a global business unit within Oracle that builds backend systems for utilities.

Owned strategy and development of white-label **design system** built to support web, mobile and print products

Created **accessibility training** materials for all developers and led an organization-wide project for accessibility improvements

Coordinated staff resourcing for team of 7 designers and acted as design representative for product team

Designed new features for core product suite

   Used **behavioral science** techniques to create print, email, and web tools for utility customers that encourage energy efficiency

   Conducted **usability testing** to evaluate design directions

Led design for a **strategic project** to create the vision for a modern version of Oracle Utilities' key legacy software used by customer support representatives of utilities

   Conducted **in-person research** with customer support representatives

   Designed and developed a new **design system** that could be use for Oracle Utilities' enterprise products

   Presented software vision at **annual customer conference**

   Ran workshops to bring customers into the design process and generate excitement

UI Designer, Contract │ Google
April 2016 to November 2016

Google's EngEDU organization builds and maintains internal training material for engineering teams.

Conducted **user interviews** to understand how engineers used existing training materials and other resources

Designed and developed improved **navigational structure and information architecture** for training material

UI Designer and Front-End Developer | BetterHelp
June 2015 to April 2016

BetterHelp is an online therapy platform, connecting patients and licensed therapists over text, video and audio. I joined as the first designer.

Used **A/B testing** and other metric driven strategies to improve intake funnel and checkout flow

Redesigned and developed main interface for patient and counselor communication

Proposed, designed and **launched** a new group therapy feature

Interaction Designer | HP Enterprise
September 2013 to May 2015

My team at HP Enterprise launched a new system to support a Freemium offering for HP Enterprise software, bringing the business inline with modern sales practices.

Launched an online community for our customers and conducted **user interviews** with members

Designed and developed a CSS-based **pattern library**

Skills & Qualifications

Design & Product

Product & Go to Market Strategy

Roadmapping & Prioritization

Qualitative & Quantitative User Research

Feature Exploration, Ideation & Wireframing

High-fidelity Designs

Tools: Figma, Sketch, Miro, Adobe CC

Development

Front End Development with React, HTML, CSS

Back End Development with Node.js, Ruby (Basic Knowledge)

Leadership

Team Management & Mentorship

Project Management & Strategy

Customer Engagement

Design Systems

Systems Thinking & Planning

Component Architecture & Development

System Strategy & Process

System Adoption

Cross Team Design & Engineering Relationship Management

Accessibility

WCAG / Section 508 Expertise

VPAT Creation

Design & Front-End Development Compliance

Team Training

Customer Communication

Education

BAS in Design & Computer Science, UC Davis

Certifications

Certified Professional in Web Accessibility

Speaking Experience

The Role of a Designer / Developer Hybrid at UpFront Conference, Manchester, UK, 2020

Building Design Systems for Government Users at the International Design in Government Conference, Rotterdam, Netherlands, 2020

Outcome Based Roadmapping at DC Startup Week, Remote, 2021

Incubating Startups That Solve Massive Social Challenges on the Crafted Podcast by Artium, 2023