



Poonam Yadav

Aspiring UI/UX Designer |
Transitioning from Sales to Human-Centered Design

UI/UX Designer in-training with a strong foundation in user empathy, research, and problem solving, gained from 5+ years in client-facing roles across healthcare and tech. Proficient in wireframing, prototyping and usability testing using Figma, Adobe Creative Suite and Miro. Experienced in collaborating with cross-functional teams to transform business needs into intuitive, user-centered digital solutions.

 designwithpoonam.com

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Education

MBA(Marketing & Business Analytics)

Siddhanth Institute of Business Management (2021-2023)

Bachelor of Pharmacy- BPharm

DYP DPU School of Pharmacy (2015-2019)

Tools

- Figma
- Figjam
- Miro
- Adobe Photoshop
- Adobe Illustrator
- Canva

Skills

- User Research & Usability Testing
- Wireframing & Prototyping
- Visual & Interaction Design
- Information Architecture & User Flows
- UI/UX Principles & Human-Centered Design

Work Experience

Business Development Executive @ Apptware Solutions
APRIL 2024 - DEC 2024

Business Development Intern @ Techneutron Solutions
OCT 2023 - APRIL 2024

Therapy Manager @ Cipla Pvt Ltd
OCT 2022 - AUG 2023

Territory Business Manager @ Abbott Healthcare
JAN 2021 - OCT 2022

Therapy Manager @ Cipla Pvt Ltd
AUG 2019 - JAN 2021

Certifications

- Google UX Design Specialization
- Figma UI UX Design Essentials
- Figma UI/UX Design: Web and App Design
- Adobe CC Masterclass : Photoshop, Illustrator
- Using AI Tools for UX Design