

SONALI (SIMHAL) PATEL

PRODUCT STRATEGY & DESIGN

CONTACT

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EDUCATION

MASTER'S DEGREE

Maryland Institute College of Art
2021-2023

Masters in UX Design

BACHELOR'S DEGREE

University of Virginia | 2015-2019

Bachelor of Science in Commerce: IT,
Marketing, Business Analytics

SKILLS

- AI/ML Experience Design
- AI Prompt Engineering
- User Research & Testing
- Interface Design
- Product Design
- Design Strategy
- Wireframing & Prototyping
- Accessibility (WCAG Compliance)
- Agile Project Management
- Mentorship

TOOLS

- Figma
- Gemini
- Kiro CLI
- V0 by Vercel
- Miro
- JIRA
- Adobe Creative Suite
- Microsoft Office
- Appian SAIL
(Self-Assembling Interface Layer)

WORK EXPERIENCE

USER EXPERIENCE DESIGNER II *Appian Corporation* | 06/2022 – Present

- Spearheaded end-to-end design strategy as the sole UX Lead across five cross-functional agile teams for AI, document processing, and government procurement suites
- Pioneered AI/ML features including "Generate Sample Data," which delivered a 98% time reduction in test data creation
- Designed and optimized Appian DocCenter workflows, accelerating customer use cases by 75%
- Directed UX for federal government procurement solutions, transforming high-pressure contracting workflows into empathetic, user-centered enterprise experiences
- Established enterprise-wide design standards for AI branding and interaction patterns
- Cultivated design excellence by mentoring junior designers and chairing departmental design critiques to elevate overall output quality
- Engineered detailed technical specifications and cross-functional handoff processes to ensure high-fidelity implementation of complex edge cases within the SAIL framework

CONSULTANT *Deloitte Consulting* | 08/2019 – 05/2022

- Led a functional design and development team to redesign a state client website helping thousands of citizens get access to health benefits
- Supported the development of a National COVID-19 Response Tool (NCRT) employing user-testing and prototyping techniques
- Communications Lead in charge of all communications between Deloitte and key client stakeholders (50+ people)
- Data Analytics Lead for the implementation of a government medical cost efficiency system impacting thousands of patients

PRODUCER *Deloitte Greenhouse* | 02/2021 – 02/2022

- Selected for an elite 12-month experience design fellowship, advising government clients on digital transformation and 2021 Presidential Transition initiatives.
- Designed and delivered 30+ custom curated lab experiences for executive-level clients focused on overcoming adaptive challenges and building strategic roadmaps
- Conducted stakeholder interviews, developed themes, synthesized insights, and applied strong PMO skills to track lab logistics

LEADERSHIP & COMMUNITY

COURT APPOINTED SPECIAL ADVOCATE (CASA) VOLUNTEER

Voices for Children | San Diego, CA | 07/2025 – Present

- Advocate for the best interests of foster youth, ensuring their safety and stability are prioritized within the foster care legal system
- Synthesize complex information collected from collaborating with relevant parties to provide independent data-driven recommendations directly to the court
- Maintain a consistent, supportive presence for children during the tumultuous time of their lives in foster care