

## CONTACT

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✉ sonal.chakrasali@gmail.com

☎ 612-961-3169

🌐 sonalchakrasali.com

## EDUCATION

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2010 – 2014

**Carnegie Mellon University**  
BFA in Communication Design  
Minor: Photography

Fall 2012

**University of the Arts London –  
Central Saint Martins**

## SKILLS

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User research and testing  
Product Design  
UI/UX Design  
Visual Design  
Illustration  
basic HTML/CSS

## TOOLING

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Adobe Creative Suite  
Figma  
Sketch  
Abstract  
Fusion 360  
SketchUp

# SONAL CHAKRASALI

## Designer, Illustrator, and Art Director

### EXPERIENCE

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2015 – Present

#### Freelance Designer

I've taken on projects ranging from doing user research and creating the core UX for a new app, to creating brand editorial illustrations, to creating logos, to redesigning websites and creating design systems.

Feb 2022 – Oct 2022

#### UX/UI Lead at Love Health

As the founding product designer at this early health tech startup, I conducted generative user interviews and crafted the core UX and visuals of the web app. I also worked closely with an external agency to help bring the Love brand to life.

Mar 2021 – June 2021

#### Visual Designer and Illustrator (Contract) at Impossible Foods

I worked with the brand and marketing team to help develop and execute on creative for everything from larger campaigns to more one-off tasks. More specifically I helped with visual design on an Earth Day campaign called "The Birds and the Trees" and created the designs for a new veggie nuggets product called "Wild Nuggies."

June 2020 – June 2021

#### Product Designer (Contract) at Cat Person

I worked closely with a PM and Engineer to help improve the website conversion rates for this cat food subscription DTC startup. Projects that had a big impact included: redesigning the meal plan quiz flow, the quiz results page, and a product detail page redesign. As the sole product designer, I did both the UX and visual design. I also worked on a packaging design project for a trial food pack.

Sept 2019 – April 2020

#### Art Director at Lumosity

I joined the brand studio team to help refresh the look and messaging across all our products. We were tasked with updating the Lumosity brand to bring freshness and life into it and prepare it for the future.

May 2018 – Sept 2019

#### Product Designer at Lumosity

As the first product designer on the team, I helped launch Lumosity's mindfulness app, Lumosity Mind, by working on user interviews and research, the core UX, and developing the visual brand. I worked closely with a team of engineers, content creators, and product managers to bring this vision to life.

Dec 2014 – Dec 2015

#### Interaction Designer at Makerbot

I created compelling and consistent design treatments for interactive and print media from conception through completion. Two projects I worked on that had big impact during my time there, was a website redesign as well as creating key art and promotional videos for a product launch.