
MARÍA VERÓNICA SONZINI

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EXPERIENCE

Author, "A No-Nonsense Approach To Design Systems" - July 2023 - Present

Authored a comprehensive guide that draws on over 10 years of experience in the tech industry, providing practical insights and strategies for design systems. This book offers actionable advice for both beginners and experienced professionals, bridging hands-on expertise with practical applications.

Product Designer for Design Systems, Pluto tv - October 2022 - June 2023

Led the visual redesign of Pluto TV across multiple platforms, including the auditing of existing UI components and the creation of a consistent, reusable design system. Established processes and guidelines that streamlined design efforts, enhanced accessibility, and improved user experience for over 80M+ users.

Product Designer II for Design Systems, Ocado Technologies - November 2021 - April 2022

Developed a comprehensive design system for Ocado's Android, iOS, web mobile, and web desktop platforms using Figma, Jira, and Zeroheight. Collaborated with designers, developers, and PMs to create and refine UI components based on user research, documented standards in Confluence, and significantly improved development speed, consistency, and accessibility.

UX Designer, Google - May 2018 - November 2021

Enhanced the Google Business Profile experience for over 9M+ merchants by designing new entry points on Google Search and Maps and improving the first-time user experience. Contributed to the development of a market feed to increase user engagement.

UX Engineer, Google - May 2017- November 2018

Led the redesign of the Google Play Protect app's interface for over 500M+ devices, focusing on enhancing visual consistency and implementing key features like Dark Mode and animations using the Lottie Framework. Collaborated with designers to assess feature feasibility and streamline development processes.

For full role history dating back to 2003, please see my LinkedIn profile at [linkedin.com/mariaveronicasonzini](https://www.linkedin.com/mariaveronicasonzini)

SKILLS

AI & Algorithm Concepts:

Knowledge in NLP, Neural Networks, and Machine Learning concepts.

Tools:

Figma, Jira, Trello, Confluence, Git

Development:

Java, SwiftUI, Swift, JavaScript, HTML, CSS

Product Design:

Design Systems, Design Thinking, User Research, Rollout Stages

Product Management:

Market Needs, User Advocacy, Opportunity Evaluation, Effort vs Complexity, Empathy, Competitive Analysis

EDUCATION

AI for Product Design - MIT, 2024

Product Management - Stanford, CA, 2024

AI for Designers - with Distinction - Interaction Design Foundation, 2024

Digital and Technology Solutions Professional Degree - The Open University, UK, 2020

BSc Biomedical Imaging - Universidad Nacional de Córdoba, Argentina, 2015
