

Diana Sonis

HUMAN-CENTERED EXPERIENCE STRATEGY & DESIGN

13080 Pacific Promenade, #315
Playa Vista, CA 90094
(917) 650-0560
diana.sonis@gmail.com

EXPERIENCE

CX by Design — *Co-Founder (www.cxby.design)*

2018 - PRESENT

At CX by Design, our mission is to inspire businesses to become more human through customer understanding & empathy. We help businesses redefine innovation in the short & long term through:

- Human-centered company transformation rooted in customer insights.
- Leadership and team innovation training using Design Thinking Sprints.
- One-on-one expert advice sessions for company leaders.

Select Clients: Cadence Bank, DS Services.

DS | UX — *Principal (www.dianasonis.com)*

2014 - PRESENT

A Product Strategy, Information Architecture, User Experience Design, and Design Thinking Training consultancy. Clients range from Fortune 500 to startups.

Select clients: Siemens, Arad Group-MasterMeter, Essilor, Waypoint, Investis, United Nations, Arsenal Yards, AMAVIDA.

BuzzTarget — *Co-Founder (www.realnex.com)*

2012 - 2014

BuzzTarget solved the problem of email marketing spam in commercial real estate with a targeted matching algorithm for listings and pre-qualified prospects. I led all product design decisions, from user research to UX design, using the agile development process.

Acquired by Pavonis Capital Partners for RealNex in 2014.

NabeWise — *Investor + Director, CX Strategy & Business Development (https://www.airbnb.com/locations)*

2009 - 2012

NabeWise helped people who are moving or traveling figure out which neighborhood is right for them. I led customer experience strategy and all sales/business development, driving sales up from \$0 - \$120k in 6 months by cultivating strategic partnerships.

Acquired by AirBnB in 2012.

SPECIALTIES

UX Strategy and Planning
Research and Analysis
Concept Modeling
Information Architecture (IA)
UX Design
Usability Testing
Design Thinking Methodology
Workshop Facilitation

TOOLS

Interviews/Contextual Inquiry
Heuristic Evaluations
Competitive Analysis
Affinity Diagramming
Empathy Maps
Journey Maps
Service Design Blueprint
User/Task Flows and Personas
Concept Modeling & Sitemaps
Content Architecture
Wireframes (Sketch)
Rapid Prototyping (inVision)

LANGUAGES

English, Russian

SOCIAL

Medium: @dianasonis
Twitter: @dianasonis

Union Bancaire Privee Asset Mgmt — Senior Analyst

(<https://www.ubp.com>)

2004 - 2009

Union Bancaire Privée is based in Geneva and is one of the major Swiss asset management banks for both private and institutional clients.

My specialties included: equity L/S and Emerging Markets Alternative Investments.

EDUCATION

New York University — Double B.A. Journalism, Politics

2000 - 2004

Chartered Financial Analyst (CFA) Designation

BOARD MEMBERSHIPS

SVN — Board Member

2014 - 2019

Sperry Van Ness International Corporation (SVNIC) is a commercial real estate franchisor headquartered in Boston, MA and USVI.

85 Broads (now Elevate) — Board Member | NYC Chapter

2009 - 2012

Ellevate Network is a community of professional women committed to helping each other succeed.