

Sofia Sellitto

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Professional Profile

Emerging Product and User Experience professional. Researcher. Designer. Skilled in empathizing with users and utilizing diverse tools and techniques to capture the essence of a brand's mission. Passionate about solving intricate issues with innovative and energetic design solutions.

Education

Honours Bachelor Degree of Information

CGPA 3.9 out of 4.0 | Expected 2024

The University of Toronto

- Second-entry professional program with a focus in UX/UI Design (2022-2024)
- Sociology and Communications (2020-2022)

Selected Projects

TORONTO: a Search Portal for Student Housing

2022

User Experience Design Course, University of Toronto

- Directed user interviews to learn how students seek housing and determine their pain points
- Facilitated usability testing to develop lo-fidelity wireframes

Make it Better: a Mobile App to Help you Achieve your Goals

2022

User Experience Design Course, University of Toronto

- Applied an Agile approach to conduct ideation and sketching
- Created hi-fidelity mockups with applied UI

Work Experience

Collections Agent and Specialist

Summer 2022

Empire AR Management Inc.

- Responsible for connecting with 150 clients daily to ensure timely bill payments, with a daily collection rate of \$2000
- Communicated weekly with upper management to discuss company strategy and execution

COVID-19 Case Investigator

Summer 2021

AgilityOne Outsourcing Inc.

- Conducted hour-long telephone interviews with citizens diagnosed with COVID-19 in the state of Illinois

Customer Service Representative

2020 - 2021

GrapeStars

- Responded to customer's emails regarding the GrapeStars application, inquiries and malfunctions with a satisfaction rate of 80%
- Maintained a high level of client satisfaction to ensure order malfunctions were timely fixed

Volunteer Experience

Volunteer Writer

The Varsity, University of Toronto's student-led Newspaper

2021 - Present

Skills and Qualifications

| | | |
|-----------------------------|-------------------------------|----------------|
| Creative UI | Adobe Creative Suite (novice) | Fashion Design |
| Guerilla Usability Testing | Balsamiq | Visual Art |
| Journey Mapping | Canva | Graphic Design |
| Market Research | FigJam | |
| Personas | Figma | |
| Prototyping | Google Suite | |
| User Interviews and | Microsoft Office Suite | |
| Questionnaires | Miro | |
| Wireframing | Notion | |
| Knowledge of social media | R | |
| marketing platforms: | | |
| Instagram, Twitter, TikTok, | | |
| Facebook and LinkedIn, | | |