

Dora Sofia

Designer with 3+ yrs agency & startup experience across New York, California and Helsinki. Strengths in graphic design, UX research, and taking on new challenges.

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Skills

Programs

Sketch, Photoshop, Illustrator, InDesign, Abstract, Invision, Zeplin, Tumult Hype, Powerpoint, Keynote, Premiere, After Effects (familiar), HTML & CSS (familiar)

Languages

English, Finnish, Spanish (familiar)

Education

BA in Design Media Arts

UCLA (2012–2016)

Intensive studio courses in graphic design, typography, bookmaking, coding, installation work, and game design. Teacher and peer reviews, and end-of-year exhibition.

Minor in Digital Humanities

UCLA (2014–2016)

Behavioral, research-based courses in Anthropology, Communications, Sociology, and Information Studies.

Film Production, Writing, and Graphic Design

FREESTYLE ACADEMY (2010–2012)

Designer

LUXUS WORLDWIDE (2017–CURRENT, HELSINKI & NY)

- Mobile World Congress '18 & '19—**launched 10 devices globally** with our client, a global consumer electronics company.
- Maintaining consistent, up-to-date imagery across client's consumer-facing website with **40+ webpages and 80+ markets**.
- Designing campaign webpages, emails, and ad banners (HTML and static) by interpreting local markets' briefs, meeting global co-branding guidelines, and converting users.
- Ownership of image optimisation and Arabic RTL layout.
- Advocating for diverse representation in website imagery, text readability, and CMS flexibility.
- Styling corporate presentations and creating infographics on internal structure/processes that are presented to stakeholders.

Freelance Designer

(2014–2017)

- Digital & print promotional materials for #NordicMade at SXSW '17.
- Designed LA Hacks '16 website, copy, and branding that **increased hackathon applicants who were female or from non-technical backgrounds**, compared to previous years.
- Logo, UX/UI, and MVP user testing for Vivgo iOS app.

UX/UI Designer

PERPETUAL SOLUTIONS (2016, NY)

- Redesigned mass-media client's internal tool to **increase employees' task completion**, by using familiar language and shifting away from stakeholders' technical-heavy focus.
- Validated research with on-site user interviews and prototype testing.
- Translated client's iOS app to Android material design UX/UI.

UX/UI Designer

DOGTOWN MEDIA (2016, LA)

- Various design phases for **8 launched iOS apps and 1 landing page**, including research, user stories and flows, wireframing, visual design directions, UI application, and developer handover.
- Conducted user interviews and prototype testing to validate UX/UI redesign for launch of 'Kurb – The One Tap Parking App'.
- Presented clearly outlined design deliverables that **increased startup clients' understanding of the UX/UI design process**.

Strategic Planner / Researcher

BRUIN ADVERTISING & MARKETING TEAM (2015–2016, LA)

- **2nd Place at National Student Advertising Competition (NSAC)** Southern California Regionals.
- Organized **7 consumer focus groups and 180+ street interviews** to validate brand perception and target consumers.