

# Dora Sofia

## Designer

LUXUS WORLDWIDE (MAY '17–CURRENT, HELSINKI & NY)

- Mobile World Congress '18 & '19—our team launched 10 products globally with our client, a global consumer electronics company.
- Maintaining localised images across our client's consumer-facing website with 50+ webpages and 80+ local markets.
- Designing campaign webpages, product announcement emails, and ad banners (HTML & static) by interpreting local markets' briefs and passing corporate brand approval.
- Ownership of image optimisation and RTL (right-to-left) layout.
- Advocating for diverse representation in webpage images, text readability, and CMS flexibility.
- Styling corporate presentations and creating infographics on internal structure/processes that are presented to stakeholders.

## Freelance Designer

(2014–'17)

- Digital & print promotional materials for #NordicMade booth and events schedule at SXSW '17 tradeshow.
- LA Hacks '16 website, copy, and illustrations that increased hackathon applicants who were female or from non-technical backgrounds.
- Logo, UX/UI, and MVP user testing for Vivgo iOS app.

## UX/UI Designer

PERPETUAL SOLUTIONS (SEPT–DEC '16, NY)

- Redesign of mass-media client's internal tool to increase employees' task completion by adopting familiar language and shifting away from stakeholders' original technical-heavy focus.
- Validating research with on-site user interviews and prototype testing.
- Translation of client's app from iOS to Android material design UX/UI.

## UX/UI Designer

DOGTOWN MEDIA (JAN–AUG '16, LA)

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

## Strategic Planning Committee

BRUIN ADVERTISING & MARKETING TEAM (SEPT '15–JUN '16, LA)

- Helped organize 7 consumer focus groups and 180+ street interviews to validate brand perception and target consumers.
- Our team's comprehensive ad campaign won 2nd Place at the National Student Advertising Competition (NSAC) Southern California Regionals.

Designer with 3+ years agency & startup experience across New York, California and Finland. Strengths in graphic design, UX research, and understanding client and user needs.

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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–'16)

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

### Minor in Digital Humanities

UCLA (2014–'16)

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

### Film Production, Writing, and Graphic Design

FREESTYLE ACADEMY (2010–'12)