

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.

 www.dorasofia.com

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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)