


# 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, Invision, Photoshop, Illustrator, Premiere, InDesign, Zeplin, Tumult Hype, Gliffy, Powerpoint, Keynote, 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.