

# Sophia Andersson

Stockholm, Sweden

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## Education

KTH Royal Institute of Technology

Master of Science in Human-Computer Interaction

Aug 2019 – Jun 2021 | Stockholm, Sweden

GPA: 4.7/5.0

Activities: Accessibility Research Group, User Experience Society President, Tech for Good Hackathon Organizer

Relevant Coursework: Interaction Design, User Research Methods, Inclusive Design, Cognitive Psychology, Usability Testing, Information Architecture, Design Systems

Bachelor's Degree: B.Sc. in Media Technology, Linköping University, GPA: 4.5/5.0

## Work Experience

UX Researcher | Spotify | Jul 2021 - Present | Stockholm, Sweden

- Conducted user research studies with 1000+ participants across 15 countries informing product strategy.
- Developed research methodologies combining qualitative and quantitative approaches to validate design concepts.
- Created accessibility guidelines improving platform usability for users with disabilities by 45%.
- Led international research projects identifying cultural preferences in music consumption patterns.

## Skills

Research Methods: User Interviews, Usability Testing, Surveys, Card Sorting, Tree Testing, A/B Testing, Diary Studies

Analysis: Affinity Mapping, Journey Mapping, Thematic Analysis, Statistical Analysis, Heuristic Evaluation

Tools: UserZoom, Optimal Workshop, Lookback, UserTesting, Qualtrics, Maze, Dovetail

Accessibility: WCAG Guidelines, Screen Reader Testing, Cognitive Accessibility,

Inclusive Design

Collaboration: Research Operations, Stakeholder Management, Workshop Facilitation, Research Repositories

Data: Qualitative Analysis, Quantitative Metrics, Mixed Methods, Research Synthesis

Other: Survey Design, Participant Recruitment, Research Ethics, Remote Research Methods, Presentation Skills

## **Certificates**

Certified User Experience Researcher (CUXR)

Nielsen Norman Group UX Research Certification

International Association of Accessibility Professionals (IAAP) Certification

Google UX Research Professional Certificate

## **Awards**

Best UX Research – Nordic UX Awards 2023

Research Excellence – Spotify Innovation Awards 2022

Top Paper – International Conference on Human-Computer Interaction 2021