

SOPHIA ALI

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PROFESSIONAL SUMMARY

Senior UX Researcher with 15+ years of experience. Skilled in Prototyping, Adobe XD, Responsive Design.

PROFESSIONAL EXPERIENCE

Design Lead | Salesforce | 2 years

- Led team of 12 engineers in developing new features
- Improved system performance by 69%
- Reduced costs by \$432K annually
- Launched 6 major features serving 1232K+ users

Creative Director | Salesforce | 3 years

- Led team of 9 engineers in developing new features
- Improved system performance by 56%
- Reduced costs by \$233K annually
- Launched 5 major features serving 2112K+ users

Product Designer | Instacart | 4 years

- Led team of 12 engineers in developing new features
- Improved system performance by 53%

TECHNICAL SKILLS

Prototyping, Adobe XD, Responsive Design, Usability Testing, Illustrator, Figma, User Research, InVision, HTML/CSS, Information Architecture, Sketch, Design Systems

EDUCATION

Bachelor of Engineering in Software Engineering

Stanford University | Graduated: 2010 | GPA: 3.77