

# Sofia Radkova

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## Experience

### Design Intern

Magnet Media | September 2024 - Present

- Developed visually engaging event materials such as posters, menus, bookmarks, place cards, enhancing attendee experience
- Crafted cohesive visual themes for marketing campaigns, creating eye-catching designs across LinkedIn and Instagram
- Reimagined the structure and presentation of a Webflow database with 100+ case studies, improving usability and visual appeal

### Software Engineering Intern

Niantic, Inc. | June - September 2024

- Integrated marketing performance dashboards and interactive email click maps into PokemonGo player communication software to facilitate effective tracking of campaign progression and outcomes
- Implemented efficient tagging functionality into the marketing campaigns database using **Angular**, **RxJS**, and **Tailwind** to enable simplified player segmentation and targeted outreach

### Human-Computer Interaction Research Assistant

InSPIre Lab at Duke University | January 2024 - Present

- Lead a team, conducting qualitative research on digital privacy & security advice on Twitter during police brutality protests in France
- Cleaned and analysed 1750+ data points, developing a comprehensive codebook to systematically interpret data patterns
- Paper revised and resubmitted to CHI 2025

### VP of Design

Duke International Association | September 2023 - May 2024

- Designed merchandise (t-shirts, hoodies) in Illustrator to effectively capture the identity of a diverse organization
- Produced printed and social media content in Canva and Illustrator, implementing feedback from other student leaders, to promote club's events on campus attracting 2000+ attendees

### UI Engineering Intern

Volga-Dnepr Group | August - November 2023

- Performed multiple design iterations of the flight management messaging system in **Figma** while gathering feedback from stakeholders through user testing to elevate the UX and create an easily scannable interface
- Migrated a web app used to manage 110+ flights monthly with filtering, sorting, and column-toggling functions from Angular to **Vue** & **Tailwind** resulting in streamlined developer productivity and improved code maintainability
- Introduced role-based authentication and effective state management to save users' filter settings between sessions

### Hackathon Track Lead for Web Development

FEMMES+ | November 2023

- Designed and conducted a series of 4 hour-long workshops to empower high-school female students by teaching them hands-on basics of HTML, CSS, JavaScript, culminating in the collaborative creation of fully-functioning websites

## Education

Duke University | May, 2026 | GPA: 3.98/4.00

BS, Computer Science, Visual & Media Studies minor

- **Coursework:** Educational Technology Practicum, Computer Architecture, Computational Methods in Engineering, User Research Methods, Data Structures and Algorithms, Linear Algebra, Discrete Math

## Projects

### Pocket-sized AR Gallery Experience

April 2024

- Conceptualized the transition from a Visual Culture textbook to an AR experience to improve engagement of non-arts students; constructed prototypes in Figma and implemented proof-of-concept features in **SnapAR**

### Redesign: Platform for CS101 Coding Exercises

February 2024

- Revamped the coding exercise platform for CS101 by implementing features grounded in scientific learning theories
- Wireframed the transformed interfaces in Figma, built prototypes, and iteratively tested new functionality to validate its impact on the overall user experience and incorporate students' feedback

### Financial Management App - PennyPro

September 2023

- Led UI design and front-end development of a web app that empowers college students with financial insights, creating 5 responsive user interfaces, including a personalized user dashboard and Chart.js budget visualization

### Animated Bagel Shop Website

August 2023

- Launched a multi-page website for a local bagel shop with Next.js and Tailwind to improve its online presence
- Fully restructured the UI in Figma, created an intuitive user flow with visually appealing design enhanced by Framer Motion animations, generating positive feedback from visitors and increased online traffic

## Skills

### Design

Figma · Illustrator · Photoshop · Wireframing · Prototyping · Usability Testing · User Research · User Interviews · Canva

### Languages & Frameworks

Javascript · Typescript · Java · HTML · CSS · Python · R · C · Angular · React · Next.js · Vue · RxJS · Tailwind · Framer Motion · pandas · NumPy · Matplotlib

### Other Skills

Webflow · LaTeX · Git