

Sofia Grytsenko

Brooklyn, NY | 201-417-3350 | sofiadgrytsenko@gmail.com | cassiowave.com

EDUCATION

School of Visual Arts | New York City, New York May 2026
Master of Fine Arts
Major: Products of Design

Rochester Institute of Technology | Rochester, New York May 2023
Bachelor of Science
Major: Human Centered Computing
Summa Cum Laude

EXPERIENCE

WSVA | New York City, New York August 2025 – Present
Digital Outreach Coordinator

- Maintaining and updating the WSVa website and Linktree with relevant information i.e. Radio Shows, Broadcast schedules and upcoming events.
- Create a monthly email newsletter to update the WSVa Community.

Continual Care Solutions | Rochester, New York September 2023 – September 2024
Quality Assurance And User Experience (UX) Analyst

- Spearheaded comprehensive UX testing and optimization efforts, improving product quality by 30%, in collaboration with development teams.
- Formulated and implemented robust quality assurance guidelines, which reduced testing errors by 15% and ensured product excellence across all releases.
- Directed a strategic UX overhaul, including the design of a modernized icon set that increased user satisfaction by 50%.
- Drove a 20% growth in customer base within one year through targeted UX initiatives.

QuidelOrtho | Rochester, New York May 2023 – September 2023
User Experience (UX) Design Intern

- Developed high-quality medical illustrations and promotional materials.
- Conducted a comprehensive UX Heuristic Evaluation of the Instructions For Use (IFU), providing actionable insights for the ongoing redesign project.
- Led UX testing initiatives, gathering and analyzing user feedback to optimize the usability of the newly redesigned IFUs, enhancing internal operational efficiency by 15%.

PROJECTS

WSVA | New York City, New York September 2024 – Present
Radio Station Host

- Produces a weekly radio program called CASSIOWAVE focused on diverse music genres, featuring guest interviews with local New York City bands and artists.

HONORS AND AWARDS

Dean's List | Rochester, New York December 2019-2023

TECHNICAL SKILLS

Adobe Creative Cloud, Figma, Web Development, Physical Prototyping, TinkerCAD