

SOFIA GRYTSENKO

New York, NY

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EDUCATION

2024 - 2026

School of Visual Arts, New York, NY - *Master's of Fine Arts in Product Design*

- Student Leader
- Technical Assistant for the M.F.A. Products of Design Department

2019 - 2023

Rochester Institute of Technology, Rochester, NY - *B.S. in Human Centered Computing*

- Minors in Web Development and Psychology
- Deans List 2019-2023

PROFESSIONAL EXPERIENCE

August 2025 - Present

WSVA Radio, New York, NY - **Digital Outreach & Technical Coordinator**

- Manages WSVa SquareSpace website content, including designing HTML newsletters and a new feature for listeners to talk with the DJs while on air.
- Coordinates with collaborators to promote the station and find new opportunities..

September 2023 - September 2024

Continual Care Solutions, Rochester, New York - **Quality Assurance Analyst**

- Led UX testing and optimization initiative, increasing product quality by 30% in coordination with development teams.
- Created and implemented QA guidelines, decreasing testing errors by 15% and maintaining high product standards for all releases.
- Managed UX redesign project, creating a new icon set that boosted user satisfaction by 50%.

May 2023- September 2023

QuidelOrtho, Rochester, New York - **User Experience Designer Intern**

- Created medical illustrations for internal office use, receiving positive comments from staff and enhancing workplace aesthetics.
- Performed a thorough UX Heuristic Evaluation of the Instructions For Use to offer valuable insights for the redesign project.
- Managed UX testing efforts to collect and assess user feedback for improved usability of the redesigned Instructions For Use, resulting in a 15% increase in internal operational efficiency.

PROJECTS

Pathways to Joy: The Stepping Stones to a Better Society September 2025 - Present

- Designing a M.F.A. thesis project centered on cultivating everyday joy in user experience, resulting in four distinct interactive designs that were formally presented, tested, and critically defended before a live audience. <https://mfa-pod-sva.notion.site/foundations-of-joy>

SKILLS

Adobe Creative Cloud, Figma, TinkerCAD, HTML, CSS, Rhino , User Flows, Javascript, Prototyping