

# SOFIA GRYTSENKO

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New York, NY

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cassiowave.com

## EDUCATION

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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

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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

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**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

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