

# Sofia Grytsenko

Brooklyn, NY | 201-417-3350 | [sofiadgrytsenko@gmail.com](mailto:sofiadgrytsenko@gmail.com) | [cassiowave.com](http://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 Radio Station | New York City, New York August 2025 – Present  
*Digital Outreach Coordinator*

- Maintaining and updating the WSVR website and Linktree with relevant information i.e. Radio Shows, Broadcast schedules and upcoming events.
- Create a monthly email newsletter to update the WSVR 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 Radio Station | 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, HTML, CSS, Javascript, Physical Prototyping, TinkerCAD, Rhino