

# Sofia Grytsenko

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## EDUCATION

School of Visual Arts   New York City, New York <i>Master of Fine Arts</i> Major: Products of Design	May 2026
Rochester Institute of Technology   Rochester, New York <i>Bachelor of Science</i> Major: Human Centered Computing Summa Cum Laude	May 2023

## EXPERIENCE

WSVA   New York City, New York <i>Digital Outreach Coordinator</i>	August 2025 – Present
▪ 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 <i>Quality Assurance And User Experience (UX) Analyst</i>	September 2023 – September 2024
▪ 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 <i>User Experience (UX) Design Intern</i>	May 2023 – September 2023
▪ 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 <i>Radio Station Host</i>	September 2024 – Present
▪ 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
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## TECHNICAL SKILLS

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