

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 Radio Station 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

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 Radio Station 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, HTML, CSS, Javascript, Physical Prototyping, TinkerCAD, Rhino