

# SOFIA BAIG

UX/UI DESIGNER

415 589 0078

sofia.s.baig@gmail.com

www.linkedin.com/in/sofiabaig

www.sofiabaig.com

## PROFILE

I'm a UX/UI designer and Illustrator, who is passionate, intuitive, data-driven and curious.

As a multi-disciplinary product designer and advocate for human-centered design, I love learning how people think and interact with technology.

With a focused, empathetic approach to understanding needs, desires and aspirations, I design products that make the world more accessible, beautiful and magical.

## SKILLS

Lead every facet of user research including analysis, ideation and synthesis to define design direction. Specifically, user testing, user interviews, surveys. Creating affinity and empathy maps, user personas. Exploring the ideation phase by using prioritization matrices, proposition canvases and other methodologies. Further exploring the user through journey maps, storyboards and thorough competitor analysis. Creating user flows, wireframing and prototyping.

Additionally, have a strong background in visual design.

Languages: English & French

## TOOLS

- Illustrator
- Photoshop
- Sketch
- Adobe XD
- Figma
- Invision
- Trello
- Jira
- Slack
- Miro

## EDUCATION

**University of California, Berkeley** 2020 - 2021  
UX/UI Design Certificate

**LaSalle College - International School of Fashion, Arts and Design** 2014 - 2016  
Fashion Design

**Concordia University, School of Community & Public Affairs** 2006 - 2010  
Community, Public Affairs & Policy Studies

## WORK EXPERIENCE

**Atelier Émigré** 2018 - Present  
Design Lead

*San Francisco, California / Columbus, Ohio*

Lead design sessions with clients across the U.S. and Canada using human-centered design principles to define product requirements and establish product roadmap

Review design specifications and provide feedback on product development cycle to minimize costs and maximize user experience

**Joseph Ribkoff** 2015 - 2018  
Fashion Designer

*Montréal, Canada*

Oversaw 60+ styles each season, from initial analysis of style and technical components, including sketching, fabric and trim research, and managing cost per garment.

As part of overseeing new styles, managed relationships with suppliers (domestic and international) to minimize supply costs and ensure quality.

Prototyped new styles, which included body mapping and analyzing efficiency and waste, working with sample makers and fit models for final fitting of prototype.

**Bandi English School** 2011 - 2013  
English Instructor

*Seoul, South Korea*

Taught English to children aged 4 to 12: vocabulary, reading, science, art

Led lesson planning and curriculum development including immersive field trip experiences