

Sofia Lopez

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Education

University of Southern California | Marshall School of Business

Los Angeles, CA

Bachelor of Science in Business Administration, minor in Mobile App Development, and specialization in Computer Programming

Fall 2018 - May 2021

Relevant Coursework

- Consumer Behavior and Marketing
- Design for User Experience
- Full-Stack Web Development
- Communication Strategy in Business
- Object Oriented Programming
- Data Analysis for Decision Making

Industry Skills

Python, JavaScript, HTML, CSS, Swift, Java, SQL, Database/Data Analytics Tools, MySQL, Google Analytics, Github, Excel, Figma, Wordpress, Microsoft Office, Adobe Photoshop & Indesign & Acrobat, iMovie, Music Production/Songwriting, Logic, Ableton

Industry Experience

Sweet Zen Desserts

Brentwood, CA

Digital Marketing Intern & Front End Developer

Spring 2020 - Summer 2020

- Managed and reviewed pipelines of numerous social media and marketing accounts.
- Acquired consumers through social media accounts and used web audit sites in order to target consumers accordingly.
- Increased social media following by 25% using growth hacking techniques and softwares such as Google Analytics.
- Designed user interface (UI/UX) for Sweet Zen website using wireframing applications such as Figma.
- Coded sections of the website using HTML and CSS.

Tutoring

Los Angeles, CA

Tutor

Summer 2017 - Summer 2020

- Tutored K-8 students in multiple communities across various subjects including mathematics, english, history, and science.
- Developed high communication skills to help students enhance their understanding of a topic.
- Designed tutoring strategies for students in different skill levels and conducted educational assessments to meet the needs of students.
- Skilled at developing entertaining, engaging, and informative experiences while ensuring understanding of the topic.

Paper Arboretum

Santa Monica, CA

Printing Company Intern

Spring 2016 - Fall 2016

- Participated in a sales training program to maintain thorough knowledge of the product and market.
- Engaged with consumers at conventions to help market the product and expand reach.
- Analyzed sales and engaged with consumers to help achieve targeted goals.
- Created handmade pinwheels to increase production which was then sold to consumers

Relevant Projects

Cubby

Los Angeles, CA

UX/UI Designer & Front End Developer

Fall 2020 - Present

- Conducting market research, user personas, and a journey map to help prototype an innovative website using Figma under the University of Southern California.
- Coding a minimal viable product using HTML, CSS, and Javascript.

Tinn

Los Angeles, CA

UX/UI Designer & Front End Developer

Spring 2019 - Present

- Prototyping an extensive wireframe using Figma which is being tested through focus groups and studies to gather data to help improve application.
- Wireframe is being developed into a minimal viable product, an IOS application using Swift.