

G'day.

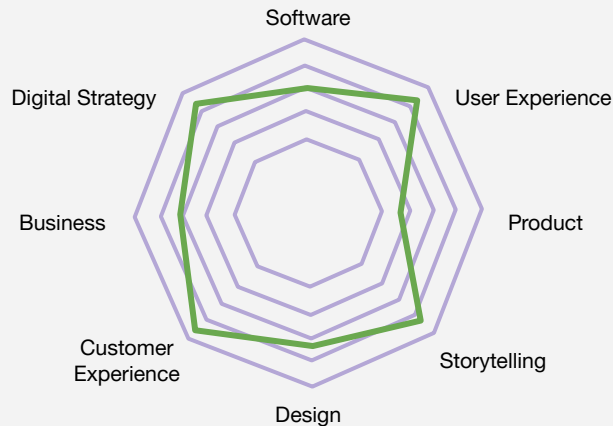
My name is Sophia.

About me...

Need a strategy analyst who **actually knows tech-speak**?
Or a customer insights analyst **who understands business**?

I'm your gal.

I have a unique skill set, covering **customer**, **business**, and **technology**. I have experience working with enterprise and nonprofit clients - leading qualitative research, mapping processes and synthesising insights - in order to transform their service or product experiences.



The all-rounder you never knew you needed.

I am **human-centric**.

I have experience in human-centred design methodologies. I also understand the importance of teamwork, empathy, and have led many strategic projects.

I have an eye for **design**.

I have experience in design, UX wireframing, and UX research. I also am familiar with key UX design principles, having studied HCI. I am also a self-accredited master of Powerpoint & Google Slides, I live and breath slide decks.

I am a **storyteller**.

I understand the importance of stories in business, and collaboration in strategy. Images are worth a thousand words, but words are the medium in which we communicate in. To be able to communicate what was intended to be communicated, is a skill I work towards everyday.

I have a **technical** background.

I have an analytical mindset, a deep understanding of digital and am able to break down complex technical topics. I am very familiar with the entire software development lifecycle, and what it's like to work in a software product team.

Case study slides

Thank you for taking the time out of your day to learn about me 🙌
Here is a snippet of my work.

People

Business

Design

Experience evaluation, uplift and optimisation of a recruitment process

Challenge

Candidates would spend an awful amount of time in the recruitment process (sometimes up to 2-3 months, with little visibility around what the process looks like). Recruiters were often under-trained, under-resourced, and needed to do many tedious and manual steps. My goal was to understand the current recruitment processes, so we can better optimise the efficiency and provide a better experience.

Approach

I ran a lean review to explore potential improvements across a recruitment journey both for increasing efficiency for the business and the experience of the candidates. This experience was critical to the client as recruitment was heavily marketed, impacting their branding and reputation.

Outcome

My recommended changes cut time in the onboarding and recruitment processes, from 4 minutes/step to <30 seconds [98%+ reduction in time needed/step]. The redesign also led to reduced time spent in the assessment stage from 47.4 days to 6.9 days and increased hire rate from 2.5% to 27%, allowing for a much smoother, quicker and responsive experience for candidates.

VACANCIES

At SDG Youth Assembly, we empower young people to take meaningful action by working with a diverse and exceptional group of individuals with a sustainable development.

Benefits of working a

Making an Impact

- Working at SDG Youth Assembly enables you to be at the forefront of effort developing and leading a global movement for sustainable development.
- We engage closely with a range of stakeholders, including some of the world's leading universities, NGOs, and civil society, forming partnerships to educate, connect and inspire.
- Through our core programs, including the [Local Pathways Fellowship](#), we create a movement of young people from around the world, with necessary skills and tools to overcome key challenges and meet the needs of our communities.

Aspirations and Networks

- As a member of our team, you will have the opportunity to build professional and personal relationships with some of the world's leading universities, NGOs, and civil society, forming partnerships to educate, connect and inspire.
- The SDG Youth Assembly core team consists of more than 120 young professionals, students, academics, and civil society, forming partnerships to educate, connect and inspire.
- By joining one of our teams, you will be working with a diverse group of individuals, committed to sustainable development.
- The relationships you develop through your work could serve as a valuable asset to your future career.

Pathways to leadership

- Attend high level domestic and international meetings and conferences.

Team Culture

People, remote working

- The SDG Youth Assembly (a SDG Youth Assembly) is a global movement of SDG staff, young professionals, students, academics, and civil society, forming partnerships to educate, connect and inspire.
- Being a global network, spanning over 10 different countries around the world - most of us work remotely.
- The provided us with a unique working experience - we are not limited to borders, our boundaries.

A team of passionate and driven young individuals

- SDG Youth Assembly is a global movement of SDG staff, young professionals, students, academics, and civil society, forming partnerships to educate, connect and inspire.
- They give me an opportunity to work with people from all over the world, from Turkey to South Korea, Australia to Nigeria, Mexico to London.

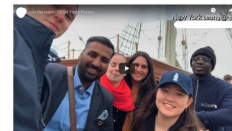


Team Stories

Read about the experiences directly from our volunteers!



Buket Altuncep, SDG Coordinator.
Join our global team.



Benefits of working with us



From this

to this

See the full case study here:

<https://soph.ee/case-studies/43690/experience-evaluation-uplift-and-d-optimisation-of-a-recruitment-process/>

Design

Business

People

Customer research for voice experience strategy

Challenge

Our client was the voice authentication team at a Telecommunications company. The client wanted to assess different options of authentication and to design a solution that would be accessible to their most vulnerable customers. The voice experience (phone call support) was often the only touchpoint customers had with the client - and we found it also played a big role in determining their perception of quality of service. There were a number of technical solutions available, but we needed to determine what the client's operations could support, what the customers needed and how to up-skill call centre agents.

Approach

We reviewed and mapped out all the authentication initiatives happening inside the company, desktop research on best practices and also conducted a number of remote customer interviews to understand their behaviours and motivations.

Outcome

We delivered personas, service maps and customer insights that allowed our client to validate customer needs and priorities - mitigating the risk of implementing a technical solution that ultimately customers did not want.

People

Design

Building a strategy using HCD to tackle operational efficiency at a nonprofit

Challenge

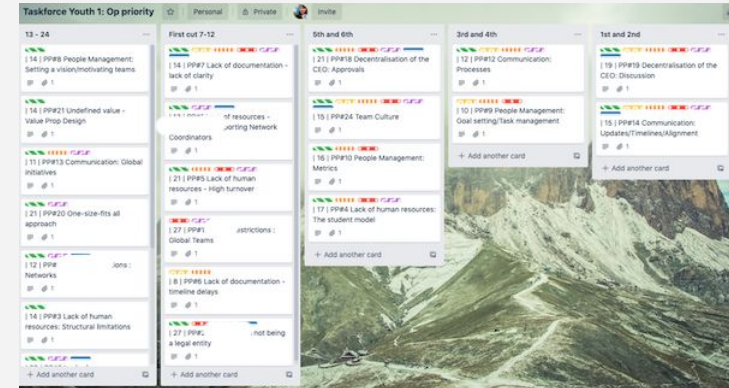
The client wanted to improve operational efficiency as volunteers felt their work was hindered by operations. The challenge was to understand the scope of these challenges in order to identify opportunities for uplift.

Approach

The project followed the Double Diamond approach, as we needed to understand what the full scope of the challenges was, before heading into solutioning. We interviewed stakeholders, explored existing information, and researched competition in order to ideate solutions, and finally prioritise initiatives.

Outcome

The initiative provided the leadership team with a clear roadmap and number of initiatives to improve their internal operations. For the local representatives, it provided an opportunity to have challenges that were traditionally not voiced to directly shape the strategy of the organisation. Since the review, 6 initiatives have started. 2 have already been completed.



See the full case study here:

<https://soph.ee/case-studies/43447/hcd-process-to-build-a-strategy-to-tackle-operational-efficiency-at-a-nonprofit/>

Design

Rapid UX uplift for website

Challenge

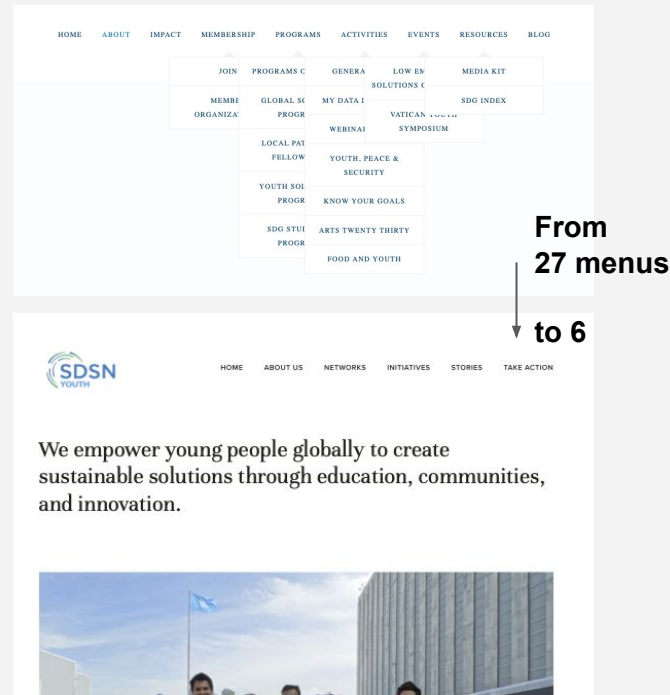
The website in its current state had a mixture of 'target audiences': general public, program applicants, donors, and partners. In a two rapid sprints, I had to identify and implement what could be changed in order to target a 'donor' persona.

Approach

Due to the very short amount of time, I had to pick and choose the activities that would give me the most ROI. First, I looked to understand what a 'donor' would look for - so contacting people who dealt with investment decisions in their jobs. Secondly, I did a number of usability testing to help point out structural and copy issues. Due to the lack of time, I had to find speedier ways to identify the MVP changes: what value we needed to show? what about the website was hard to understand?

Outcome

Simplifying the content allowed us to direct users to the content we wanted them to see (i.e. about -> impact -> activities). This would allow potential donors to better understand what they would be investing in.



See the full case study here:

<https://soph.ee/case-studies/43874/mvp-ux-uplift-website/>



HOME ABOUT US NETWORKS INITIATIVES STORIES TAKE ACTION

We empower young people globally to create sustainable solutions through education, communities, and innovation.



Our Story

In 2015, 193 countries pledged to achieve the 17 Sustainable Development Goals (SDGs) to "meet the needs of the present without compromising the ability of future generations to meet their own needs."

The mandate of the SDGs are shaped by transformation, ambition, and inclusion. The SDGs call for systemic changes; to safeguard our planet, make societies more inclusive, make our economy more sustainable, and address social inequality.

We believe that young people are the ideal agents to be at the forefront of the sustainable development movement: they are forward-thinking, creative, and come in large numbers. Young people make up nearly half the world's population, the biggest generation we've yet to see - they are the most educated, charitable, and entrepreneurial amongst other age groups.

SDSN Youth is born to place young people at the forefront of achieving the SDGs.

"If you tap into the potential of young people - into their creativity, idealism, and numbers. You are going to start the biggest movement for sustainable development in

"If you tap into the potential of young people - into their creativity, idealism, and numbers. You are going to start the biggest movement for sustainable development in history."

— SIAMAK LONI, FOUNDER

Our Mission

SDSN Youth's mission is to empower youth globally, to create sustainable solutions. Our initiatives follow a three-step theory of change - education (awareness), collaboration (communities, connections), and supporting innovation; tackling key domain areas such as schools, university campuses, cities, and entrepreneurship.

[View Our Initiatives](#) →

Our 20 regional and national networks provide us the reach and local context to expand our movement to a global scale.

[View Our Networks](#) →



Our Impact

674

20

35+

People

Transition and comms for change management process at nonprofit

Challenge

The client was experiencing bottlenecks due to a dysfunctional team. My brief was to lead a change management initiative to split off their responsibilities and manage affected stakeholders. We had to ensure stakeholders were well informed and did not feel like these were changes they had no say in, given a history of these individuals feeling disempowered.

Approach

I spearheaded the planning of how the split and transition would happen, including managing discussions between the decision makers and those affected; creating the communications strategy; and coordinating the dissemination. I had to ensure that the right amount of information was sent to the right stakeholders - providing space for affected individuals to input in the changes, so that we would be taking the change journey together and not simply imposing change.

Outcome

- Team members affected by the change had a clear understanding of what was happening, with the opportunity to contribute their inputs as well.
- Follow up initiatives were launched immediately to back up the changes, but also show that the input sought was not temporary. But was part of a greater wave of changes and in their interest.
- Immediately, I revised the team structure and current streams of work, and started a recruitment campaign to fill roles that would focus on improvements and streamlining of the projects.

	November	R 'Who responsible for signing off'	A 'Who does the action'	C Cons
✓	5th: Draft Plan & Comms for split		Sophia	Yi Jun
✓	10th: Finalise plan and comms		Sophia	Yi Jun
✓	10th: Brief team		Sophia	
✓	11th: Brief team			
✓	11th: Draft NC assessment plan		Sophia	SA
✓	13th: Send out Comms on the split to NCs	Sophia	Sam	
✓	Agendas for NC Calls		Sophia & SAs	
✓	NC Calls for Q&A , Sienna, Michelle	Sophia	Sophia & Yi Jun	SA
✓	Send out condensed Comms on the split to			

See the full case study here:

<https://soph.ee/case-studies/43812/transition-and-comms-for-change-management-process-at-nonprofit/>

Design

Business

UX Challenge: Spotify

Challenge

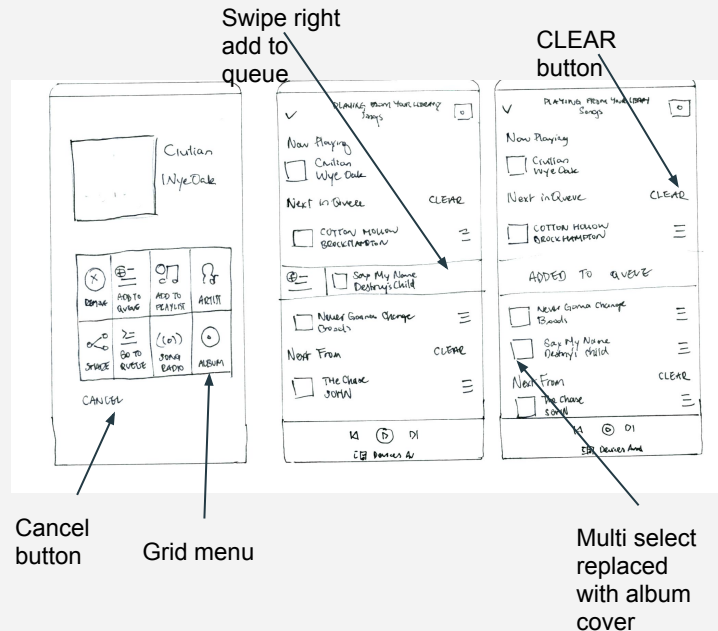
This was a personal design exercise I did in 2018. I had just signed up for Spotify and decided to review their UX, and potential feature changes that could be made over a week.

Approach

First, I interviewed a friends to understand why they chose the platform (I was a Soundcloud gal), and performed some desktop research into the business. Then I explored the application to see where there could be some improvements from my 3 months of use.

Outcome

Produced a number of wireframes for suggested feature changes and UX uplift.
Spotify implemented a number of these exact changes in 2019 (but not because of me...)



See the full challenge here:

https://soph.ee/docs/UX%20Challenge_%20Spotify.pdf

Design

Team branding design

Challenge

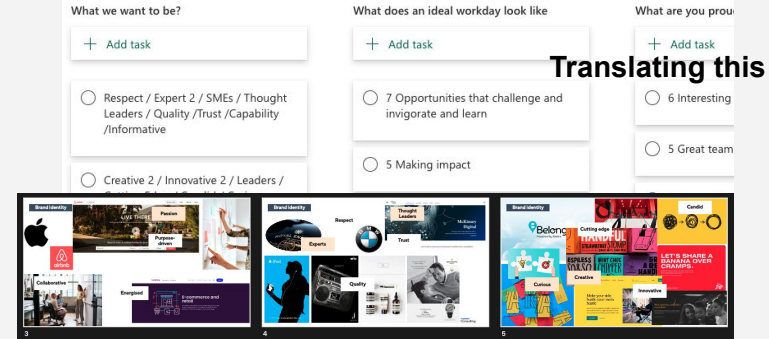
The client in a business unit. This project was about consolidating the team's branding and aligning it to a slightly new image. I had to create brand assets and guidelines for a refreshed team look.

Approach

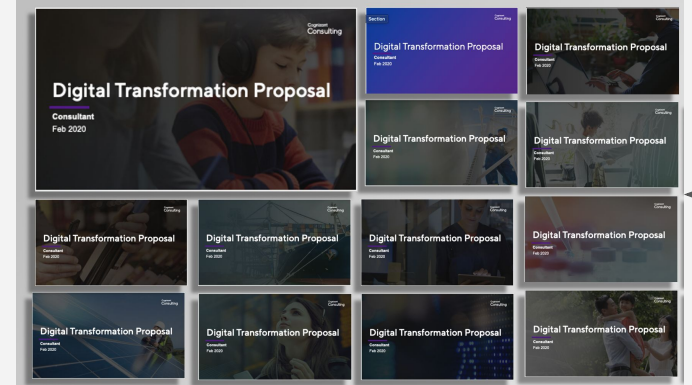
I used a number of questionnaires and interviews to understand how the team saw themselves, and what they wanted the team to evolve into. I used these inputs and translated them into visual artefacts. I continued to work with the team to ideate and create brand assets that would be most useful for the team.

Outcome

Produced a number of branding guidelines, documentation and repositories for the team. The branding has since been used in a number of proposals and documents, externally and internally.



Into this



See the full case study here:

<https://soph.ee/case-studies/43862/creating-branding-guidelines-for-a-business-unit/>

Design

Team values posters

Challenge

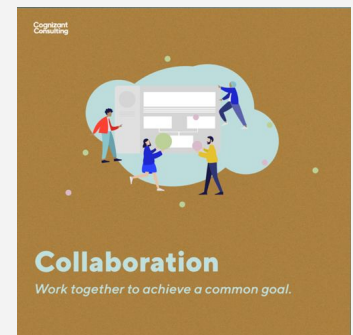
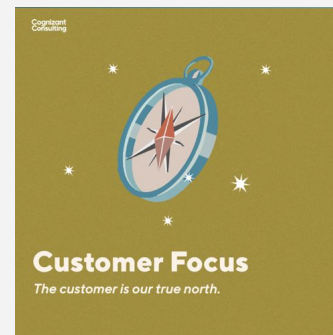
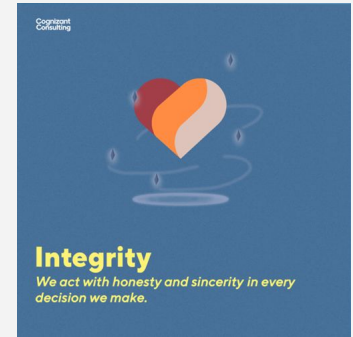
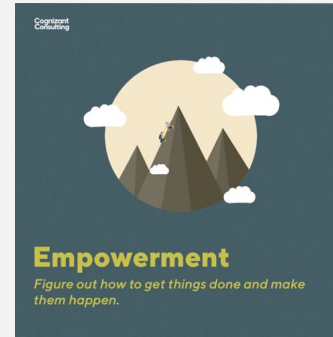
The existing corporate values did not have any visual artefacts. My brief was to visualise the team values as part of a branding uplift.

Approach

I developed posters with the aim to both visually represent the value, and also describe the definition as well. The posters were made in Photoshop.

Outcome

Produced a number of posters.



Business**Technology**

Immersive Technology strategy for leading Australian utilities company

Challenge

A utilities company has over 2000 employees that work in highly specialised and compliance heavy work. They are required to put safety first and also have a number of trainings that are regulated by a third party. Our client was considering using immersive learning technologies to better improve the retention and access to important knowledge. However they lacked the expertise to understand how they could assess the suitability of this technology.

Approach

We ran a number stakeholder interviews and desktop research to further understand the training use cases and potential application with technology. We prioritised the use cases and dug deeper into implementation costs in order to form a roadmap. I led the technical track, including implementation research.

Outcome

Co-developed the Immersive Learning strategy and validation framework, producing a number of educational and diagnostic assets for the client to assess different types of Extended Reality (i.e. AR, VR, MR) technologies to use in their internal training. The client has since used our prioritisation framework to successfully allocate a budget of \$500k to create a VR learning experience pilot.

**Get in touch with me at
gday@soph.ee**