**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 come from a background in software development, has experience in digital business strategy and customer-centricity.

I am now looking for opportunities in Digital Strategy - specifically in Customer Experience (CX) or User Experience (UX).
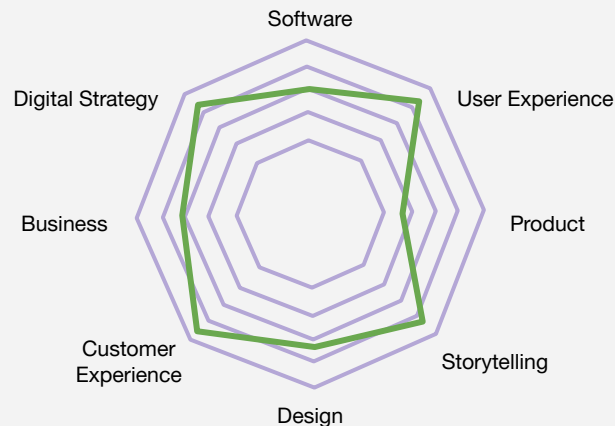
The all-rounder you never knew you needed.

I am human-centric.

I am a self-starter, someone who takes initiative, and is unafraid to lead when needed. I also understand the importance of teamwork, empathy and a human-first mindset.

I have an eye for design.

I have experience in graphic 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
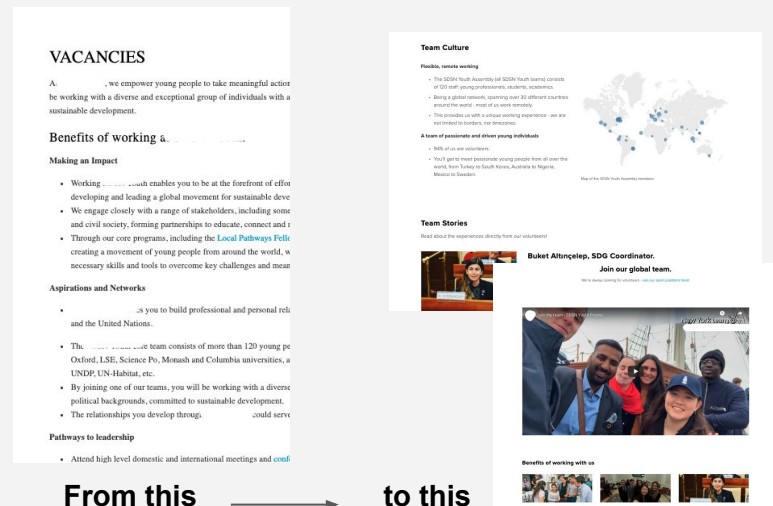
Challenge

The recruitment process for this client was lengthy, tedious, manual - average recruitment process was 97 days, with 61% taking over a month. The challenge was to evaluate the experience is as a candidate and recruiter, and to identify any potential for any uplift.

Solution

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.

From this → **to this**

See the full case study here:
https://soph.ee/case-studies/43690/experience-evaluation-uplift-and-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.

Solution

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
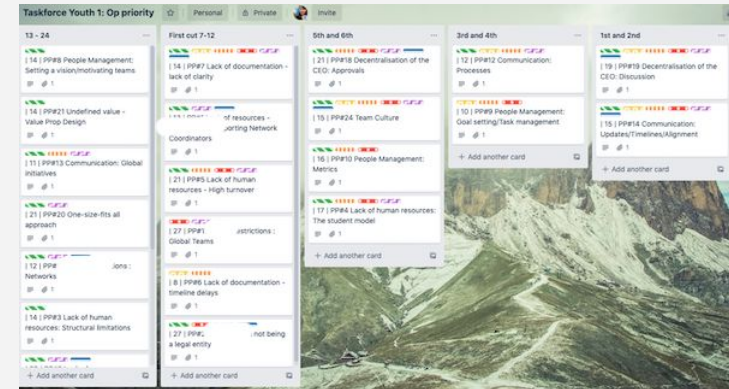
Challenge

The client had many bureaucratic processes, yet many structures were also ad hoc. Management and compliance was cited as a major challenge by senior leaders. The challenge was to identify opportunities to uplift internal operation efficiency, and informational/decision making flow.

Solution

I followed a classic Double Diamond approach for this project, I recruited an internal team of 6 (client) - 4 of them being leadership team members. 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/

People

Transition and comms for change management process at nonprofit

Challenge

A dysfunctional team was becoming a bottleneck in an organisation. As a result, specific responsibilities were cut out of this team, and were inherited by my team. The responsibilities of this team were intertwined, and many stakeholders would have been affected by the split. 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.

Solution

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	SAs
☑ 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	SAs
☐ 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

Rapid UX uplift for website

Challenge

The client is an American nonprofit. The objective was to refresh the website in an extremely short amount of time. The website in its current state was targeting too many different audiences, the messaging was convoluted and full of jargon. I had to uplift the website in 2 weeks, to shift the website content to target potential donors.

Solution

Rapid design sprints, covering user interviews (people who work in investment decision making roles), and usability surveys to understand opportunities for uplift. I also cut down the content to a minimum, in order to meet the short deadline.

Outcome

The outcome was a website that was written in plain language. Whilst there are plans to start a proper refresh and deep dive into the website, the main result of the MVP (cutting fat) provides a much simpler foundation to start the next phase.

From 27 menus

to 6
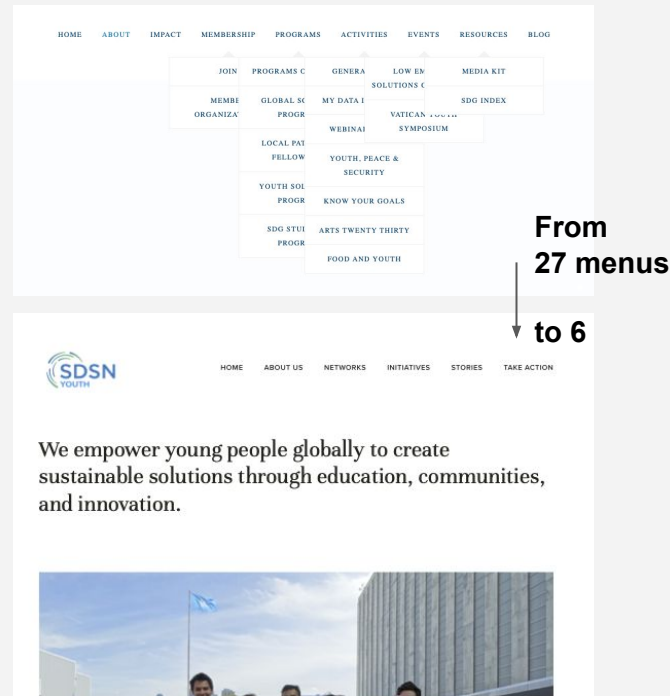
See the full case study here:
https://soph.ee/case-studies/43874/mvp-ux-uplift-website/

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 systematic 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 are 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 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+

Design   **Business**

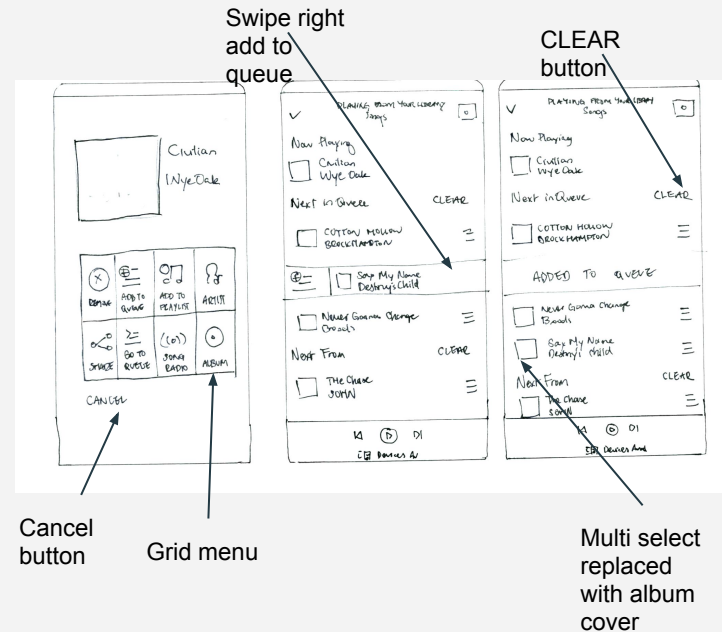# UX Challenge: Spotify

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.

Solution

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...)

Swipe right add to queue

CLEAR button

Cancel button

Grid menu

Multi select replaced with album cover

See the full challenge here:
https://soph.ee/docs/UX%20Challenge_%20Spotify.pdf

Design
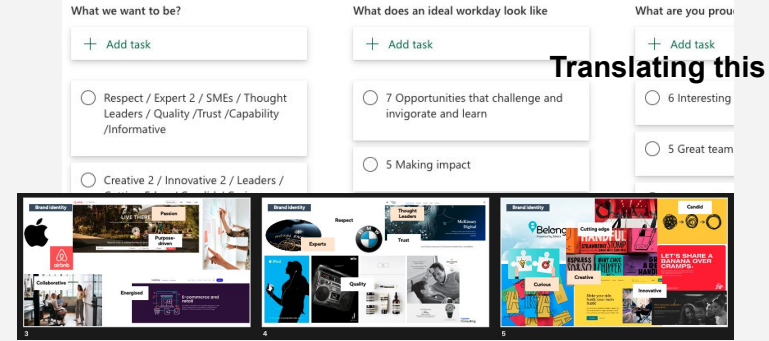
Team branding design

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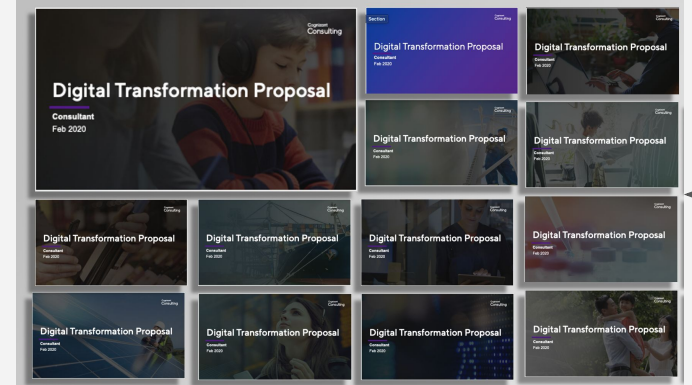
Solution
I used a number of questionnaires and interviews to understand how the team saw themselves, and what they wanted the team to evolve into. I used these inputs and translated them into visual artefacts. I continued to work with the team to ideate and create brand assets that would be most useful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

Translating this

Into this

See the full case study here:
https://soph.ee/case-studies/43862/creating-branding-guidelines-for-a-business-unit/
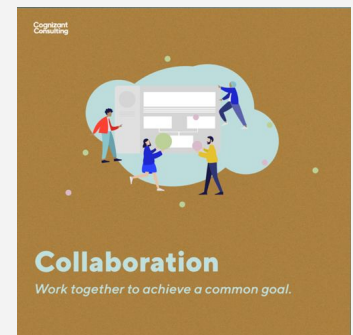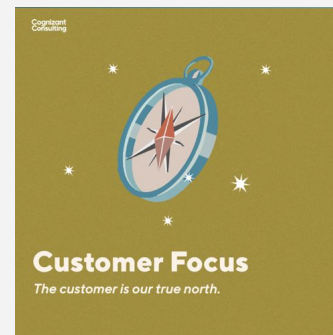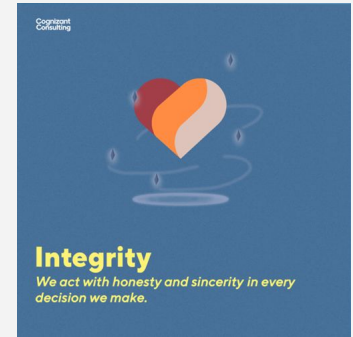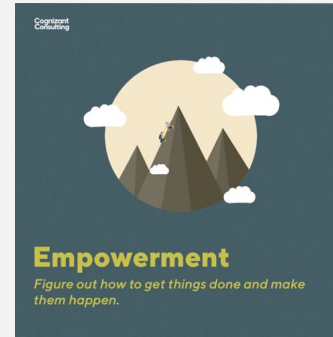
Design

Team values posters

Challenge

Like most companies, Cognizant has a corporate values. We noticed that the team were not aware of these values, and sought to visualise the values in a way we could place them around the office.

Solution

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.

Transparency
We succeed through open exchange of information.

Empowerment
Figure out how to get things done and make them happen.

Integrity
We act with honesty and sincerity in every decision we make.

Passion
We have a collective can-do attitude, with the enthusiasm and commitment to go the extra mile.

Customer Focus
The customer is our true north.

Collaboration
Work together to achieve a common goal.

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.

Solution

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