

**G'day.**

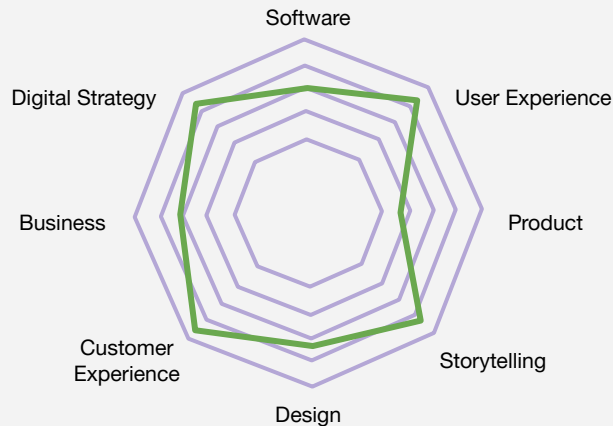
**My name is Sophia.**

# About me...

I am an **empathetic** problem-solver,  
a technical **designer**,  
a **business-minded** people-person.

I come from a background in software development, and now  
focus on customer-centricity in digital business strategy.

Today I want to talk to you, about me - and how I can  
contribute to your team. Here are some reasons why...



The all-rounder you never knew you needed.

# 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.

Here are examples of my writing and work in strategy:

- [Immersive Technology strategy for leading Australian utilities company](#)
- [Embracing Agile methodologies opinion piece](#)
- [Diversity in technology blog](#)
- [Example project brief: program refresh](#)

[Take me to the stories slide!](#)

# 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.

Here are examples of leadership, human-centered design and research:

- [Transition and comms for change management process at nonprofit](#)
- [Led nonprofit pivot in order to capture new markets](#)
- [Experience evaluation, uplift and optimisation of a recruitment process](#)
- [Building a strategy using HCD to tackle operational efficiency at a nonprofit](#)

[Take me to the case studies!](#)

# 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.

Here are some examples of personal projects, volunteering and corporate work:

- [Rapid UX uplift for website](#)
- [UX Challenge: Spotify](#)
- [Team branding design](#)
- [Team values posters](#)

I am also a self-accredited master of Powerpoint & Google Slides, I live and breath slide decks.

[Take me to the design slides!](#)

# 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.

Here are examples of my work making software and breaking down software concepts:

- I have a degree in Software Development
- [Produced a static website for nonprofit](#)
- [Layman's guide to websites](#)
- [In a team of 6, built full-stack website](#)

[Take me to the tech slides!](#)

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

# Case study slides

Thank you for taking the time out of your day to learn about me 🙏😊



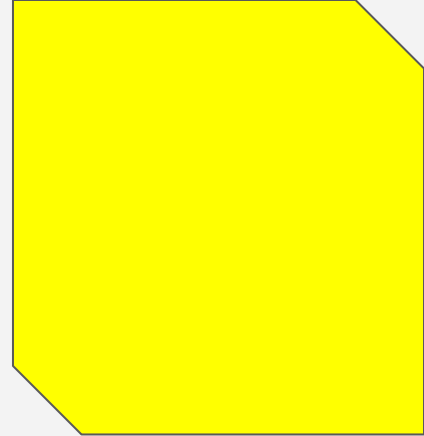
# Business

Case studies and work.

Business

# SDSN Youth

This pitch deck was made with donors in mind. SDSN Youth is often difficult to sell as the intended value-add is often intangible. For example, one of the flagship programs runs workshops with school students about sustainable development in hopes they may consider sustainable career options.



**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.

## 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.

**Business**

# Example project brief: program refresh

This project brief was made for a team of volunteers with almost zero background knowledge of the program. They had relevant domain knowledge, but no prior experience with the program.

The brief was written in a way that each person should have enough information to kick-off the project.

Read the project brief here:

<https://soph.ee/docs/Membership%20Program%20Refresh.pdf>

## Membership Program Refresh Overview

### Background and Challenge

The Membership Program has been a flagship program of SDSN Youth. However, as SDSN Youth grew, responsibilities and new initiatives increased, and the strategy for the program was never revised or updated.

The program has outgrown its structure and processes, and as a result, the experience of program members has severely diminished and is inconsistent across networks.

The purpose of this initiative is to review and refresh SDSN Youth's Membership Program, looking at the following themes:

- The end-to-end experience of a Member Organization, from application to onboarding and offboarding
- How to engage members, and measure that engagement
- The benefits of the program both for members, and for SDSN Youth
- The processes and operational structures of the program, and how they can be designed to scale

Business

People

# Embracing Agile methodologies

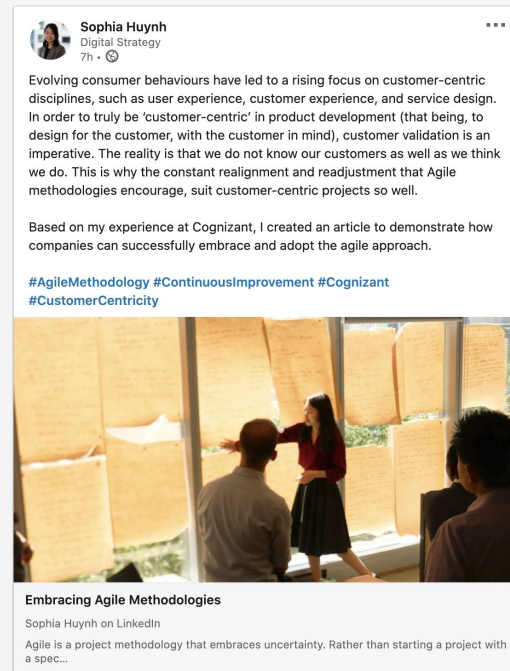
This article was prompted by marketing campaign at Cognizant, around Agile project methodology.

Something important for me to emphasise in the article was a) that Agile isn't just something you can throw at a team, and expect it to solve your problems and b) customer-centricity. People often think of Agile as a way to speed up development, or to cut costs (by not making the wrong solution), and forget the core to Agile in the first place, was to involve the customer.

Thank you to the Martec team for their edits.  
Final edits were done by me.

Read the article here:

<https://www.linkedin.com/pulse/embracing-agile-methodologies-sophia-huynh/>



**Business**

# Diversity in tech blog

This article was written for UNIHACK Inc. We were launching a new diversity scholarship program. As part of the marketing, I wrote a piece about the importance of diversity in technology, and what we were doing as an organisation to address it.

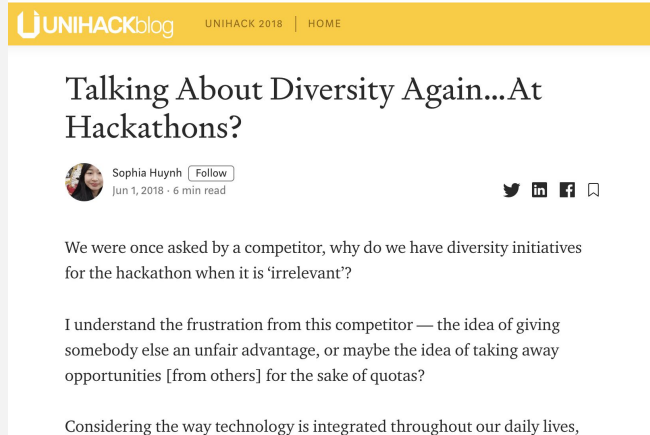
The key highlight of this article is the emphasis on stats and data. Diversity and inclusion often get written off as a moral argument, when there are real and tangible consequences that should be taken into consideration. Hence, the aim was to write something that was structured, logical, and fact-based.

344 claps

300 views

Read the article here:

<https://medium.com/unihack-blog/talking-about-diversity-again-at-hackathons-84c216896613>



# People

Case studies and work.

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/>



People

Business

# Led nonprofit pivot in order to capture new markets

## Challenge

To tackle a set of key challenges we were facing at UNIHACK, I led the team to pivot the timing of our flagship to test a hypothesis about the way we were making sales. We were cutting our preparation time by half (12 months to 5 months), had a significantly smaller team, and had to navigate accessing the annual budgets of our sponsors before the end of the financial year.

## Solution

We started with a heavy focus on team bonding, and reflection of the last event. It was an imperative that we a) worked well together and b) that the why, what and how was crystal clear. The rationale takes from the concept of high-performing teams - that if you have a team of high-performing individuals, you can break the time-cost-scope paradox.

## Outcome

We broke the time-cost-scope paradox. Our shift from an August to March event captured new sponsors – leading to a 15% increase in revenue with 66% less team members and 60% less preparation time. Mentors and sponsors of the event gave outstanding feedback!



See the full case study here:  
<https://soph.ee/case-studies/43386/Led-nonprofit-pivot-in-order-to-capture-new-markets/>

People

Business

Design

# Experience evaluation, uplift and optimisation of a recruitment process

## Challenge

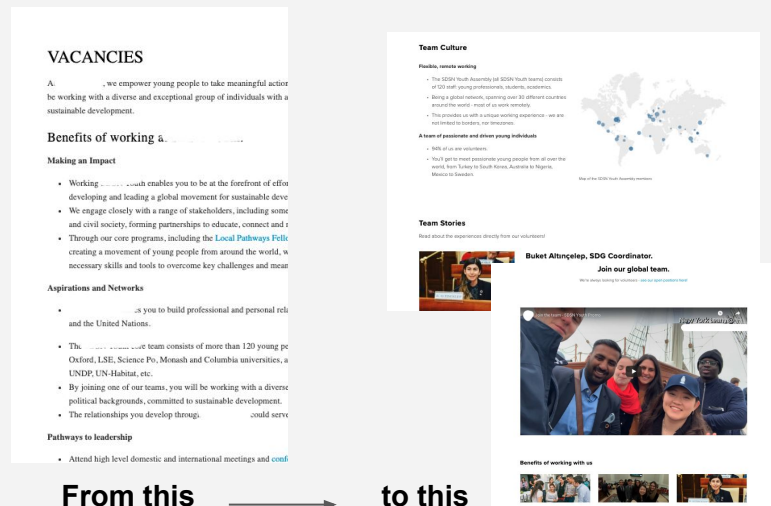
The recruitment process for this client was lengthy, tedious, manual - average recruitment process was 97 days, with 61% taking over a month. The challenge was to evaluate the experience is as a candidate and recruiter, and to identify any potential for any uplift.

## Solution

Taking a Design Thinking approach, I interviewed existing volunteers to understand their experiences, desktop research on best practices and mapped the current processes to find opportunities for automation.

## Outcome

98%+ Time reduction per step in the recruitment process. Shortened pipeline stage time frame from 47.4 days to 6.9 days, feedback stage dropped from 17 days to 2 days. Clarity in role marketing, hire rate grew from 2.5% to 27%. Increased traffic in our Recruitment website pages alone by 320%, in one month.



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/>

People

Design

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

## Challenge

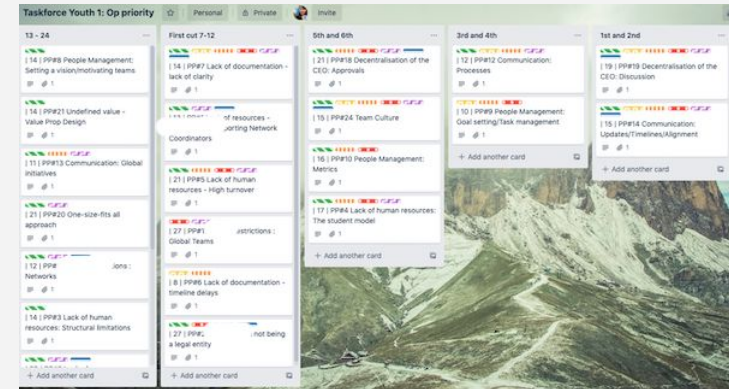
The client had many bureaucratic processes, yet many structures were also ad hoc. Management and compliance was cited as a major challenge by senior leaders. The challenge was to identify opportunities to uplift internal operation efficiency, and informational/decision making flow.

## 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/>

# Design

Case studies and work.

## Design

# Rapid UX uplift for website

## Challenge

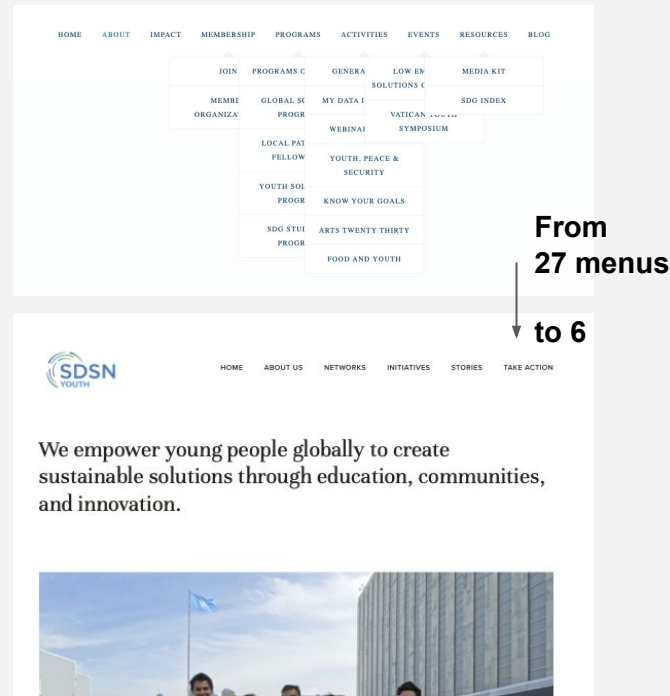
The client is an American nonprofit. The objective was to refresh the website in an extremely short amount of time. The website in its current state was targeting too many different audiences, the messaging was convoluted and full of jargon. I had to uplift the website in 2 weeks, to shift the website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



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 LOSI, 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

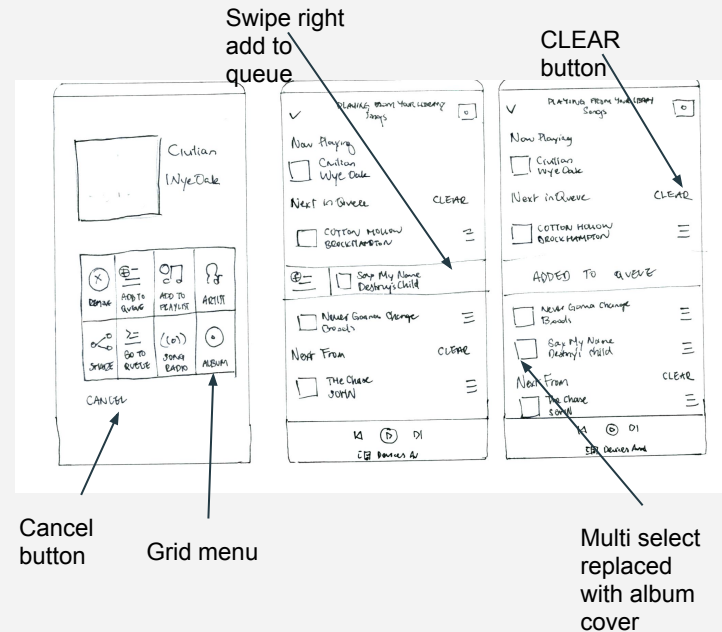
This was a personal design exercise I did in 2018. I had just signed up for Spotify and decided to review their UX, and potential feature changes that could be made over a week.

## 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...)



See the full challenge here:

[https://soph.ee/docs/UX%20Challenge\\_%20Spotify.pdf](https://soph.ee/docs/UX%20Challenge_%20Spotify.pdf)



Design

# Team branding design

## Challenge

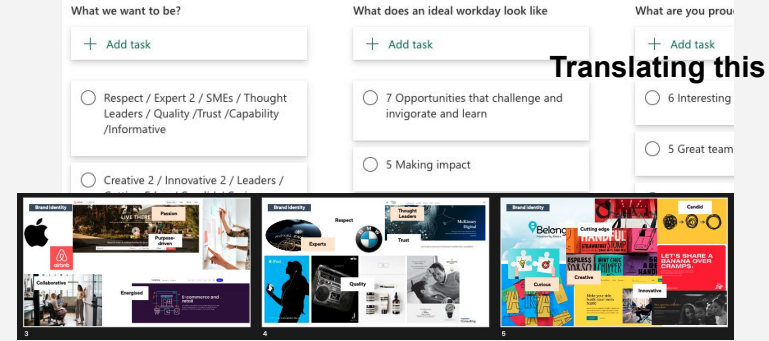
The client in a business unit. This project was about consolidating the team's branding and aligning it to a slightly new image. I had to create brand assets and guidelines for a refreshed team look.

## Solution

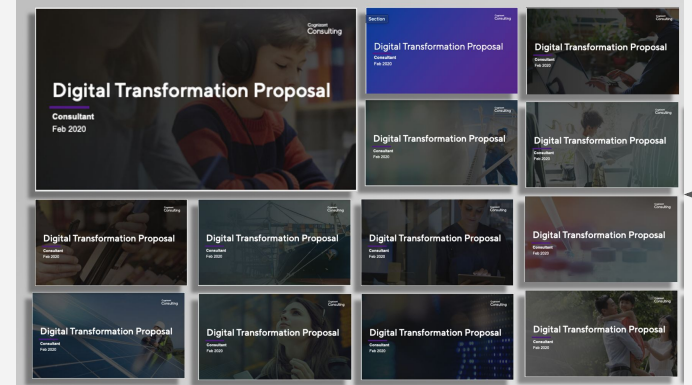
I used a number of questionnaires and interviews to understand how the team saw themselves, and what they wanted the team to evolve into. I used these inputs and translated them into visual artefacts. I continued to work with the team to ideate and create brand assets that would be most useful for the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



Into this

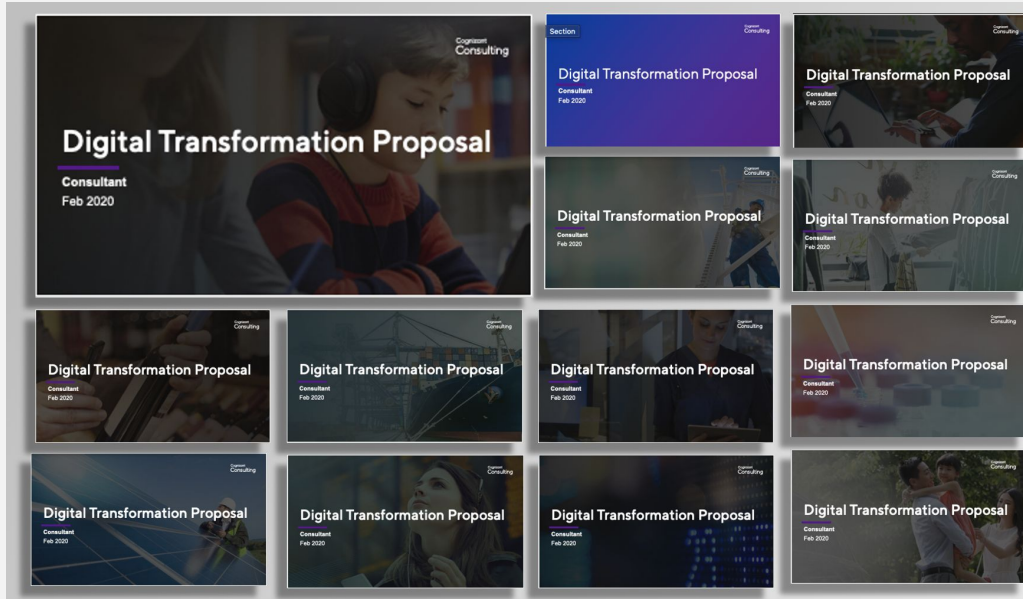


See the full case study here:  
<https://soph.ee/case-studies/43862/creating-branding-guidelines-for-a-business-unit/>



Design

# Team branding design



What we want to be?

+ Add task

☐ Respect / Expert 2 / SMEs / Thought Leaders / Quality / Trust / Capability / Informative

☐ Creative 2 / Innovative 2 / Leaders /

What does an ideal workday look like

+ Add task

☐ 7 Opportunities that challenge and invigorate and learn

☐ 5 Making impact

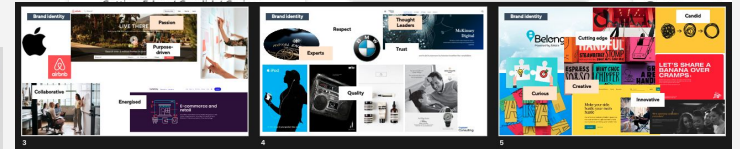
What are you proud of?

+ Add task

☐ 6 Interesting

☐ 5 Great team

Translating this



Into this

## Design

# Team values posters

## Challenge

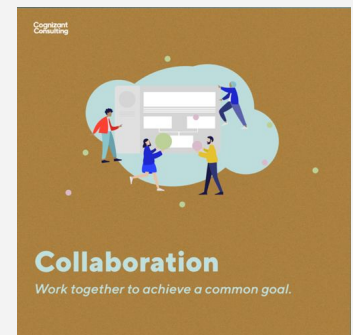
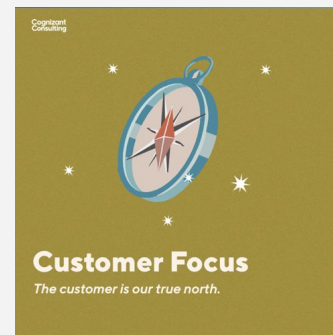
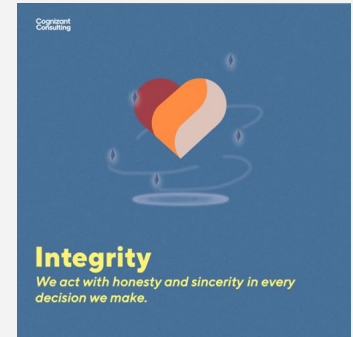
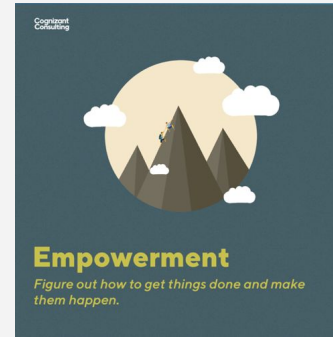
Like most companies, Cognizant has a corporate values. We noticed that the team were not aware of these values, and sought to visualise the values in a way we could place them around the office.

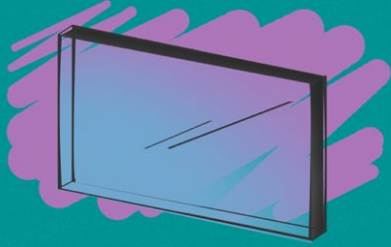
## Solution

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.*

# Technical

Case studies and work.

## Technology

# Produced static site for nonprofit

## Challenge

We wanted to create a one stop shop for all information about the SDGs. However being a nonprofit, we were limited in funds.

## Solution

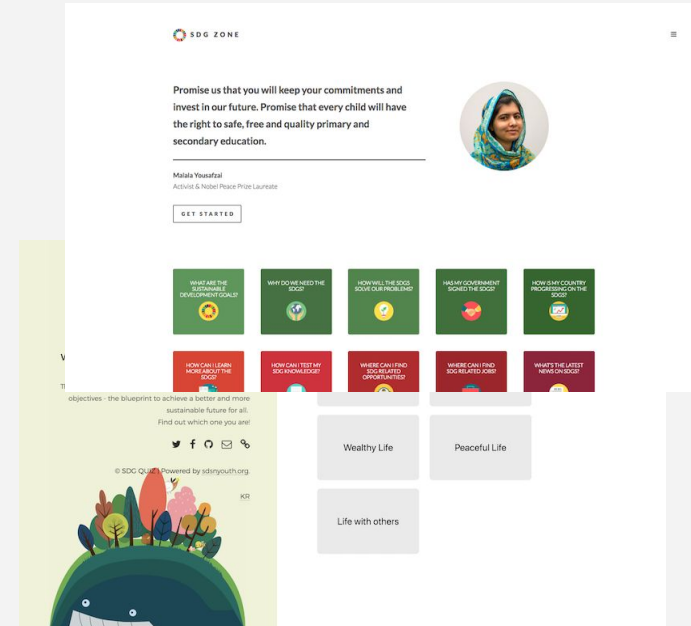
I used Hugo as static sites were easily hosted with no cost, static site frameworks provide great modularisation that would make architecture design smoother, and finally there were some design elements I wanted to do that Squarespace didn't support.

## Outcome

Produced a static site using Hugo, using HTML, CSS and JS.

The website still gets 100s views everyday.

You can visit the website at <https://sdgzzone.com/>



Promise us that you will keep your commitments and invest in our future. Promise that every child will have the right to safe, free and quality primary and secondary education.



Malala Yousafzai

Activist & Nobel Peace Prize Laureate

GET STARTED

WHAT ARE THE  
SUSTAINABLE  
DEVELOPMENT GOALS?



WHY DO WE NEED THE  
SDGS?



HOW WILL THE SDGS  
SOLVE OUR PROBLEMS?



HAS MY GOVERNMENT  
SIGNED THE SDGS?



HOW IS MY COUNTRY  
PROGRESSING ON THE  
SDGS?



HOW CAN I LEARN  
MORE ABOUT THE  
SDGS?



HOW CAN I TEST MY  
SDG KNOWLEDGE?



WHERE CAN I FIND  
SDG RELATED  
OPPORTUNITIES?



WHERE CAN I FIND  
SDG RELATED JOBS?



WHAT'S THE LATEST  
NEWS ON SDGS?



Technology

# Layman's guide to websites

## Challenge

A less tech-savvy friend, wants to learn about web development.

## Solution

I used analogies to break down the concepts for him.

See the guide here:

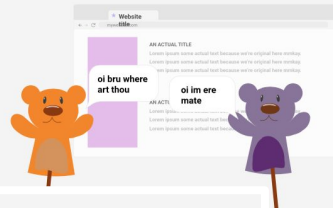
<https://soph.ee/docs/How%20does%20a%20website%20work.pdf>

The guide was made in Figma.

Yes, I did make all illustrations in Figma too (with exception of the photos or screenshots).

**The 'back-end' is what happens behind the scenes.**

Things like the dialogues or person moving the puppets - what happens 'behind the scenes' - is the back-end.



## Let's recap the differences data sources

### Local datasource or Hard-coded

- Static & Localised

Easy for a small scope that doesn't change often, or perhaps only one person who maintains it

vs

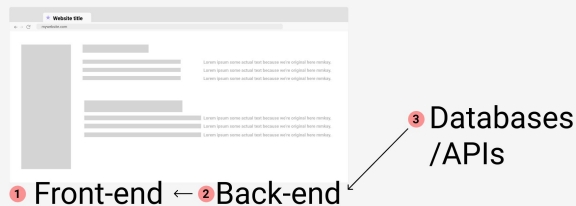
### APIs or Microservice

- Dynamic & Decoupled

Easy to scale and decentralise changes or updates



## Firstly, here are our basic components of a website



## The stage is what we call the 'front-end' in web development.

It's what you see 'in the front'.

The visual interface.

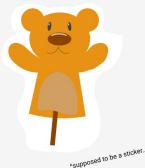
- The visual objects, boxes, images
- Colours, actual text
- The structure of the page



## Why isn't puppet, a part of the stage since it's visual?

So hypothetically we could put a stuffed puppet in front of the stage.

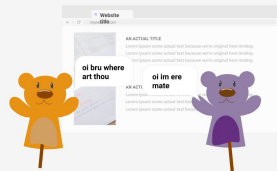
But some things note about this - you wouldn't be able to change/move the puppet without disrupting the show.



## To better understand the relationship between the three, let's use an analogy.

## The 'back-end' is what happens behind the scenes.

Things like the dialogues or person moving the puppets - what happens 'behind the scenes' - is the back-end.



## Dat is hard coding.

Adding a static puppet could suit some needs, for example perhaps you want the Teletubby sun in the corner?

But you are limited in the actions you want to take. The sun can't talk if it's just a stuffed toy with no actor behind it.

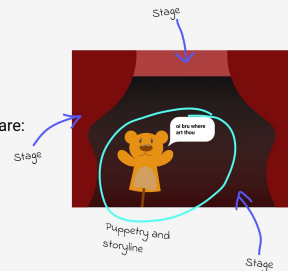
We call this 'hard-coding'. It's static data in the front-end.



## Imagine you are organising a puppet show.

The key components of the puppet show are:

- 1 • The stage
- 2 • The puppetry and storyline



## Here are the key differences between the front-end and back-end.

### Front-end

- Static
- Visual
- User interface

### Back-end

- Dynamically changes
- Information
- Actions

vs

It's what you **interact** with

It **makes decisions** incl. what data to show you.

## Why not hard coding?

Let's say you wanted to do Shakespeare plays, but your puppet actors only know how to perform Potter Puppet Pals, specifically in a bogan accent.

Now, that wouldn't be very scalable would it?

Your actors have a very specific set of skills for a specific purpose.

In the same way we want dynamically skilled actors, we also want dynamic data (not hard-coded data).





Technology

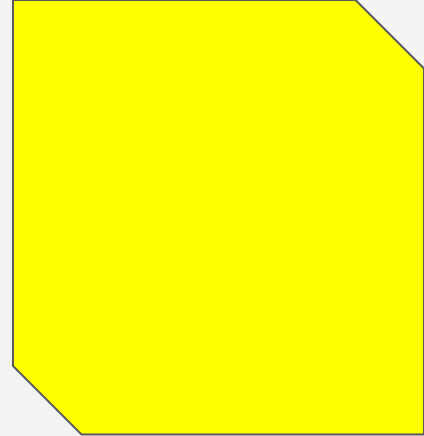
# Layman's guide to git

## Challenge

A friend who has never used git before, wants to learn (on command line..)

## Solution

I used analogies to break down the concepts for her.



## Technology

# Full-stack website

## Challenge

A team of 6 new-starters had to produce an ecommerce website in 6 weeks. The only requirement being to run the project using an Agile methodology, and to explore each section of the software development lifecycle: design, front-end, back-end, and ops.

## Solution

We split up each section of the SDLC by estimating through functions. This meant that each person would get equal exposure to each part of the SDLC, whilst also being able to own a deliverable.

## Outcome

We produced an ecommerce website using React/Redux for the front-end, and Java Spring for the backend using a Netflix Microservice structure.

