

Sofie Vickers

Research | UX | Anthropology

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WORK EXPERIENCE

Sofie Vickers UX – Freelance

Remote • Apr 2020 – Present

- *Lido Learning* – Conducted user research, design, and content strategy for Lido stakeholders in order to improve website usability and to better communicate product quality to users
- *Hormonal Freedom* – Conducted user research and presented best practices to redesign an MD's personal website to improve usability and showcase new services to clients

Senior Publications Assistant

Public Library of Science

San Francisco, CA • Nov 2017 – Jan 2020

- Collaborated cross-departmentally with PLOS journals and leadership to analyze and streamline key workflows
- Provided excellent technical support for customers on multiple complex editorial platforms to ease usability

Research Assistant

University of Portsmouth

Zambia • May 2017 – Jul 2017

- Conducted over 600 hours of observational research on community of 50 semi-wild chimpanzees
- Performed research tasks including behavioral observation, data entry and analysis, experimental design

Research Intern

Santa Cruz Puma Project

Santa Cruz, CA • Jan 2013 – Jun 2015

- Assisted in field data collection/data entry and wrote reports integrating scientific literature and environmental policy

PUBLICATIONS

Rafael Reyna-Hurtado, Julie A Teichroeb, Tyler R Bonnell, Raul Uriel Hernández-Sarabia, Sofia M Vickers, Juan Carlos Serio-Silva, Pascale Sicotte, Colin A Chapman; Primates adjust movement strategies due to changing food availability, *Behavioral Ecology*, Volume 29, Issue 2, 14 March 2018, Pages 368–376, <https://doi.org/10.1093/beheco/arx176>

SKILLS

UX Research

User Experience Research, Scientific Research, User-Centered Design, Qualitative & Quantitative Analysis, Heuristic Evaluation, Competitive Analysis, Card Sorts, Survey Design, User Interviews, Usability Testing, Design Sprints, Project Management, Content Strategy, Social Media, Writing, Storytelling, Case Studies, Presentations

Tools

Sketch, Figma, InVision, Marvel, Optimal Workshop, Miro, Google Analytics

EDUCATION

Springboard

UX Research and Design Certificate

Online • Oct 2019 – Jun 2020

Completed 350+ hours learning design thinking, including three applied research projects

University College London

M.Sc. Biological Anthropology: Human Evolution and Behaviour

London, UK • Sep 2015 – Sep 2016

Dissertation: “Maternal Investment and Primate Encephalization: Correlated Relationships Between Primate Brain Size and Life History Traits Established Using Bayesian Methods”

University of California, Santa Cruz

B.A. Anthropology

Santa Cruz, CA • Sep 2011 – Jun 2015

Dissertation: “Vervet Monkey Ranging Patterns Using a Brownian Random Walk Analysis”