

Sofie Vickers

UX RESEARCHER

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EDUCATION

Springboard

UX Research and Design Certificate

Oct 2019 – Jun 2020 • Online

- Completed 350+ hours learning design thinking, including 3 applied research projects

University College London

M.Sc. Biological Anthropology: Human Evolution and Behaviour

Sep 2015 – Sep 2016 • London, UK

- 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

Sep 2011 – Jun 2015 • Santa Cruz, CA

- Dissertation: "Vervet Monkey Ranging Patterns Using a Brownian Random Walk Analysis"

SKILLS

Qualitative UX Research Methods, Research Design, In-Depth User Interviews, Usability Testing, Concept Testing, Card Sorting, Diary Study, Survey Design, Heuristic Evaluation, Competitive Analysis, Literature Review

WORK EXPERIENCE

User Experience Researcher

YouTube

Jul 2021 – Present • Hybrid

- Researcher on YouTube's horizontal Rapid Research team. Planned and executed weekly rolling research studies at all stages of the product development cycle, working cross-functionally across 15+ teams at YouTube.
- Conducted research using a range of methods including usability testing, in-depth interviews, concept testing, surveys, literature reviews, and heuristic analysis
- Generated insights and recommendations for optimized product usability and enhanced user experience

User Research Consultant

Public Library of Science

Dec 2020 – Jun 2021 • Remote

- Led COVID-19 Impacts to Researchers Initiative, including qualitative Diary Study and quantitative Impacts Tracker projects to inform company communication and strategic planning
- Authored internal reports and presented research findings to key stakeholders for strategic integration

Freelance UX Consultant

Sofie Vickers UX

Apr 2020 – Present • Remote

- Conducted user research, design, and content strategy for Lido Learning to improve website usability and product differentiation

Senior Publications Assistant

Public Library of Science

Nov 2017 – Jan 2020 • San Francisco, CA

- Collaborated with PLOS journals and leadership to analyze and streamline key workflows to improve usability

Research Assistant

University of Portsmouth

May 2017 – Jul 2017 • Chingola, Zambia

- Conducted 600+ hours of observational research on a community of 50 semi-wild chimpanzees at Chimfunshi Wildlife Orphanage

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>