UX Designer • Austin, TX

SOPHIA RICHARDSON

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RELEVANT EXPERIENCE

UX + Web Designer The Foundry

March 2022 - Present • Freelance • Remote • Cambridge, MA

Entirely redesigned the organization's website to prepare for their grand opening and allow users to reserve space in their building. Conducted initial research, developed information architecture, designed user flows, created wireframes, revamped the visual design, and conducted user testing. Designed and executed site updates based on feedback, stakeholder priorities, and user pain points.

Designer Situation Interactive

Feb 2022 - Present • Freelance • Remote • New York, NY

Conducted competitive research and analyzed user testing to develop user flows, wireframes, and high-fidelity mock ups for an award-winning NYC theatre company's new ticketing platform, which has seen 120K consumer visits, sold $50k+ tickets, and generated over $9m in gross revenue since launch. Created responsive, high-fidelity wireframes for well-known Broadway and nonprofit clients, incorporating edits and collaborating with developers to ensure quality of final product.

Digital Designer Wayfair

Oct 2021 - Feb, 2022 • Contract • Remote • Boston, MA

Coordinated between the Video, Brand, and Motion teams to make graphics, establish guidelines, and preserve the brand integrity for video broadcasts, online videos, and in-app content.

Senior Graphic Designer Design Museum Everywhere

Jan 2020 - Oct 2021 • Full-Time • Hybrid • Boston, MA

Led the redesign of the museum's magazine, developed visual identities for exhibits and events, and translated existing exhibitions into virtual experiences. Orchestrated brand consistency and coordinated with external stakeholders to ensure timely delivery of museum publications and exhibitions.

Freelance Graphic Designer

Jun 2019 - Jan 2020 • Hybrid • Boston, MA

Operated a self directed business that partnered with public and privately owned organizations, start ups, and consultants to assess their needs and produce unique design solutions.

Graphic Designer CBT Architects

May 2017 - Jun 2019 • Full-Time • Onsite • Boston, MA

Designed brand guidelines, signage, environmental graphics, and promotional materials for internal and external clients, and collaborated with the marketing and PR teams on award submissions and presentations.

EDUCATION

User Experience Design Certificate

Nov 2021 – Aug 2022

DesignLab UX Academy

Bachelors of Fine Arts, Graphic Design

Sept 2012 – May 2016

Boston University

SKILLS

User Research

User Flow

User Journey

Wireframing

Visual Design

Rapid Prototyping

Usability Testing

Interaction Design

Heuristic Evaluation

Project Management

Information Architecture

TOOLS

Figma

Adobe XD

Sketch App

Webflow

Wordpress

Squarespace

Miro

Figjam

Maze

Adobe Creative Suite

Jira

ClickUp

Slack

HTML/CSS