

# SOFIA LARSON

U X R E S E A R C H E R

## PROFILE

Highly motivated and customer-driven UX Researcher with **4 years** of experience, from a UX design and qualitative research perspective. Has worked as a solo and collaborative researcher on **20+ research initiatives** that successfully contributed to the identification and resolution of **process and software-related issues that impacted revenue gains**.

## PROFESSIONAL EXPERIENCE

### UX Researcher II

Blue Origin | 2022 - Present

- Coordinated and conducted in-person and online interviews with **100+ users** to generate reports that identified areas of improvement, which led to an **83% increase in customer satisfaction**.
- Led and guided 15+ designers and technical project managers through qualitative research of workflows, discovery sessions, usability testing, benchmarking, interviews, and surveys.
- Trained manufacturing software training groups on user processes, workarounds, and pain points within internal-facing software.

### UX Designer, Contractor

Qnary | 2020 - 2022

- Followed client roadmaps to implement new and improved experience end-to-end on internal-facing software through innovative strategies fueled by stakeholder insights across iOS and web platforms.
- Created **30+ journey maps, task flows, wireframes, and prototypes** of all levels of fidelity to communicate design vision to colleagues and stakeholders for feedback.

### Web Manager Intern

Fashion for Conservation | 2019 - 2020

- Monitored the performance of a team of 8 web developers, graphic and UX designers, to redesign the company e-commerce site.
- Provided **50+ weekly update reports** on site development progress and future research approaches to project partners and board.

## CONTACT

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 <https://sofialarson.com>

## EDUCATION

### New York University

Bachelor's Degree in Integrated Digital Media  
2019 - 2021

### University of Washington

2017 - 2019

## SKILLS

- Figma
- Aurelius
- Microsoft Suite
- User testing
- Qualitative data analysis
- Benchmarking
- Surveying
- Interviewing
- Participant Outreach