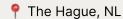
SOPHIA HETTICH

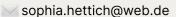
UX Designer & Researcher

User-obsessed. Insight-driven.

Designing experiences that resonate—globally.

CONTACT







Nttps://www.sophiahettich.com

EDUCATION

NYIT. New York

M.A., UX/UI Design and Development

KTH, Stockholm

M.Sc., Interactive Media Technology

The Hague University, Netherlands

B.Sc., User Experience Design

GCU, Glasgow

Minor in Business Management

SKILLS

Research Methods

User Interviews | Surveys
Questionnaires | Contextual Inquiry
A/B Testing Data Analysis | Personas
Heuristic Evaluation | Card Sorting
Diary Studies | Affinity Diagramming
Competitive Analysis | Stakeholder
Interviews

IxD

Journey Mapping | Empathy Maps Information Architecture Wireframing | Prototyping Usability Testing | Design Thinking Storyboarding

Software/Tools

Figma | Sketch | InVision | AdobeXD Miro | Basic HTML/CSS + JavaScript

LANGUAGES

German

English

Dutch (basic, improving)

EXPERIENCE

UX Researcher | Magazijn de Bijenkorf | Amsterdam

- Created a tailored research repository in 2020, analyzing insights from user studies to address three major pain points, enhancing the company's UX focus
- Facilitated collaborative ideation sessions, co-developing and refining three product concepts through iterative feedback
- Led two rounds of user testing, integrating feedback into a final product validated by users and industry experts
- Improved data discoverability by implementing an intuitive tagging system, facilitating faster access to 150+ key studies for the UX team and boosting team efficiency
- Developed consistent documentation practices adopted by 6 team members, improving accessibility for 130+ team members and enhancing project efficiency

UX Researcher | Self-Initiated Project | New York

- Led the end-to-end research and design of RoomEase, an innovative solution addressing user needs in co-living spaces, enhancing shared living experiences
- Collaborated with experts and users, conducting 2 expert interviews, 5 diary studies, and 5 usability tests with 10+ participants
- Generated 10 actionable design recommendations, resulting in a 25% increase in user engagement for co-living solutions

UX/UI Designer & UX Researcher | Self-Initiated Project | New York

- Designed and iteratively tested a user-friendly app for "Story Binge," fostering collaboration between aspiring writers and readers through accessible short stories
- Facilitated 5 ideation sessions, incorporating community feedback to introduce offline reading and engagement tools
- Enhanced user interactions, **reducing errors by 30**% through data analysis and feedback

Interaction Designer | Self-Initiated Project | Stockholm

- Collaborated on the "Inside-Out Playhouse" project, enhancing interactive play experiences for over 100 children through research-driven design
- Developed interactive features through play exploration that increased children's creative playtime by 40%, fostering imagination and social interaction in group settings

Design Researcher | Self-Initiated Project | Stockholm

- Collaborated on the Al Agents and Consent project, enhancing user interaction strategies for Al by analyzing insights from 20+ research studies
- Created a video presentation that was shared with 50+ stakeholders, effectively highlighting best practices for ensuring user consent in AI communications