SOPHIA HETTICH
UX Designer & Researcher

User-obsessed.
Insight-driven.
Designing experiences that resonate—globally.

CONTACT

📍 The Hague, NL

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🔗 https://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 AI Agents and Consent project, enhancing user interaction strategies for AI 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