

Sophia Huynh

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EXPERIENCE

BOBATALKS

Remote

UX Researcher

June 2023 - Present

- Define research objectives, formulate research plans with qualitative and quantitative research methods for a nonprofit that supports students with career and personal development guidance
- Synthesize HotJar, GA4, and Discord insights into 3 personas, highlighting user pains and gains, forming the foundation for product development.
- Collaborate with Develop for Good to develop an in-house scheduling tool to enhance the mentor/mentee experience.

ZYMO RESEARCH

Tustin, CA

UX Design Associate

Oct 2023 - Feb 2024

- Crafted modern designs and prototyped responsive screen sizes, contributing to an increased 20% engagement rate.
- Collaborated with engineers to implement style guidelines, component libraries and establish front-end architecture patterns to reduce design rework by 25%
- Monitored page performance via heatmaps, scroll tracking, and other analytical methods to optimize websites by 15%.

Summer UI/UX Intern

Aug 2023- Oct 2023

- Refined the current design system of a Biotechnology company to be scalable and increasing WCAG compliance by 23%, building brand trust and ensuring consistency.
- Analyzed 8+ competitors, discovered pain points and formulated improvements that adhere to best practices for landing pages to boost conversion rates.
- Created designs and presented findings in weekly critiques for feedback with 10+ stakeholders and team members.

MOMENT STUDIO

Remote

UX/UI Designer

June 2022 - June 2023

- Translated discoveries into wireframes and design 5+ high-fidelity mockups for mobile app and web responsive designs, increasing conversion rates by 30%.
- Performed competitive analysis to understand SaaS Electronic Health Record, B2B and B2C products.
- Coordinated cross-functionally with team members to ensure goal alignment.

ABSOLVE GAMING

Rosemead, CA

Customer Experience Specialist

Aug 2017 - May 2022

- Manage strategic adoption of Vendor Management Inventory and Order Center platforms, improving sales by 30% for a hobby gaming Ecommerce company.
- Provided solutions to any pain points to maximize satisfaction and hit Service Level Agreements for all orders, maintaining a 99.9% lifetime rating on TCGPlayer.

KECK MEDICINE OF USC

Los Angeles, CA

Lab Assistant

Jan 2021 - Aug 2021

- Processed 1500+ samples daily for an academic medical center, conducting research studies with precision while adhering to good clinical practice guidelines.
- Direct onboarding and training of new employees, encouraging collaboration for data collection.

EDUCATION

Avocademy Bootcamp - Certificate in UX/UI Foundations

California State University, Los Angeles - B.S in Biology, General

SKILLS

Design: User Experience, User Research, Wireframing, Visual Design, Prototyping, Usability Testing, Competitive Analysis

Tools: Figma, Adobe XD, Zeplin, ProtoPie, Webflow, Framer, LottieFiles, Blender, HotJar, GA4, Monday, AirTable

Soft: Adaptability, Communication, Collaboration, Problem-Solving, Design-Thinking, Attention to Detail