

Sophia Huynh

UX Designer

EXPERIENCE

Product Designer — Asian Connections Hub

May 2023 - Present

- Define research objectives, formulate detailed research plans with qualitative and quantitative research methods.
- Analyze competitors in the market to discover pain points and explore solutions that increase visibility and accessibility for communities.
- Curate personas and conceptualize user flows to design visually appealing and functional features centering around user needs via the design process.
- Present findings and wireframe/ high-fidelity mockup designs in weekly design critiques for feedback with **20+** designers, stakeholders and team members.

UX Designer — Moment Studio

June 2022 - May 2023

- Communicate with **10+** cross-functional team members in the design agency to ensure alignment with goals on a per project basis.
- Perform competitive analysis to understand and make improvements that adhere to best practices for landing pages and the current landscape of SaaS Electronic Health Record, B2B and B2C products.
- Craft user stories and curate style guides to capture brand identity, improve accessibility, and provide consistency within the platform.
- Translate findings into wireframes and design **5+** high-fidelity mockups to deliver creative and effective solutions that solve user needs and meet client satisfaction.
- Compose annotations and prototypes to ensure smooth handoff for mobile app and web responsive designs, successfully increasing conversion rates by **15%**.

CX Specialist — Absolve Gaming

Aug 2018 - May 2022

- Provide solutions to any pain points to maximize satisfaction and hit SLA (Service Level Agreements) for all orders, maintaining a **99.9%** lifetime rating.
- Manage strategic and successful adoption of Electronic Data Interchange (EDI), Vendor Managed Inventory (VMI) and Order Center platforms, improving sales.

Lab Assistant — Keck Medicine of USC

Jan 2021 - Aug 2021

- Direct onboarding and training of new employees, encouraging collaboration for data collection and processing of over **1500+** samples daily.
- Design and maintain organizational tools to conduct research study with accuracy, while adhering to good clinical practice guidelines.

LET'S CHAT

portfolio [sophia-huynh](#)
linkedin [in/sophia-huynh](#)
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EDUCATION

B.S. Biology General

California State University, Los Angeles, May 2020

SKILLS

Design

User Research
Wireframing
Visual Design
Prototyping
Interaction Design
Usability Testing
Design Systems

Tools

Figma
Adobe XD
Sketch
Zeplin
Adobe CC
Webflow
Framer

OTHER

UX Writer Apprenticeship

June 2023 - Present • Techfleet

Curate clear, concise, engaging copy content for Web3 App.

Product Designer

June 2023 - Present • SeekEats

Create user-centered designs to promote local food businesses.

UX Researcher

June 2023 - Present • BobaTalks

Gather insights via research methods and implement user-centered design decisions.

UX Strategist

May 2023 - Present • R. White Consultancy

Develop and implement strategic plans to enhance user experience for a small consultancy business.