

SOFIA WOODS

SENIOR EXPERIENCE DESIGNER



ABOUT

I'm a Senior Experience Designer with 10 years experience solving complex problems and designing solutions for mobile, web and software. I'm a multi-disciplined designer, experienced with the whole gamut of Human Centered Design approaches including UX research, UI design, prototyping, usability testing and presenting outcomes.

I work with others to explore the problem space and see the real question. Blending human centred design with strategy and technology. I create meaningful experiences that transform.

KEY SKILLS

EXPERIENCE DESIGN

UX Research
Personas
Journey Mapping
Prototyping + User Testing
Visual Design
Card Sorting
Heuristic Analysis

ENGAGEMENT + STRATEGY

Stakeholder Engagement
Design Thinking
Workshop Facilitation
Bid Pitching
Presentations
Digital Strategy
Agile Delivery

EDUCATION, TRAINING + AWARDS

NEILSON NORMAN GROUP	2018: UX Assessment Methods
ECHOS DESIGN SCHOOL	2017: Design Thinking
RUSS WEAKLEY	2011: CSS ARCHITECTURE
BACHELOR ARTS: DANCE	2000: QUT, Brisbane
2018 WE MAKE A DIFFERENCE Oakton peer nominated award	2011 NATIONAL VOLUNTEER AWARD Volunteer Australia

EXPERIENCE

YEARS / TIME FRAME

WHERE

01

AUG 2017 - PRESENT

SENIOR EXPERIENCE DESIGNER at Oakton

📍 Brisbane, QLD

Oakton (an NTT/Dimension Data company) specialises in digital solutions and advisory for enterprise, government, transport and finance sectors. As the lead Experience Designer, I work across multiple accounts for both the Digital Advisory and Digital Solutions practices. My role includes:

- In depth UX research across multiple stakeholders, synthesising findings to meet objectives and uncover new business insights.
- Producing high quality UX artefacts including wireframes, visual designs, user flows, IA and interactive prototypes to meet business objectives.
- Moderated usability testing of prototypes and beta releases
- Working in cross discipline teams to deliver complex digital solutions for clients such as Flight Centre, QLD Rail, MOCO Food Services, Aurizon, and multiple government agencies.
- Presenting key findings and design rationale to C level executives and stakeholders.
- Responsible for implementing a design thinking approach across many of our engagements.
- Building out the Experience Design practice in the QLD branch.
- Advocating for and educating internally about the benefits of experience design approaches
- Working with Principles and Sales to properly scope, bid and pitch for new engagements.

02

JAN 2017 - AUG 2017

LEAD UX/CX DESIGNER at Nimble Loans

📍 Gold Coast, QLD

A familiar Australian household brand, Nimble provides small to medium short term loans for those unexpected moments in life. I was engaged as UX/CX Lead for new product innovation and current product growth and optimisation.

I brought the value of a UX/CX approach to help the company mine insights for growth in their loan product while innovating and prototyping new products. Heavily cross functional, I worked with data scientists, BA's and development to monitor, map and optimise the customer experience.

- Responsible for the Nimble loan funnel and website - optimising and growth, monitoring and mapping customer experience from first to last touchpoint including NPS
- Innovation for new technologies such as bots, AI and automation
- New product innovation: requirements gathering, research, IA, wireframing & prototyping
- Usability testing for website and loan funnel, remote and in-house
- Educating and advocating for UX to internal stakeholders and team
- Working with the Marketing team to align campaigns with CX

03

AUG 2009 - DEC 2016

PRINCIPLE + SENIOR DESIGNER at Shortie Designs 📍 Brisbane, QLD

As founder and principle of this bespoke WordPress development agency for 7 years, I had a diverse range of clients including non-profits, education and enterprise. Projects focussed on UX/ Strategy/ UI design and WordPress development. The studio evolved from a freelance business to a successful boutique digital agency, which sold in 2016. I managed medium to large scale projects from end to end. These were bespoke WordPress solutions, solving complex business problems.

Notable clients: Lion Co, Goodlife Health Clubs, University of QLD, Tourism Tropical North QLD

My role included:

- Sales and business development
- Project management
- Stakeholder engagement, workshop facilitation
- Front end development and technical strategy
- Visual design and creative
- Producing UX artefacts including wireframing, IA and user flows

04 2010 - 2012

ELEARNING & INTERACTION DESIGNER at eLearn Australia

▼ Brisbane, QLD

eLearn Australia produces award winning bespoke digital learning environments. Their client portfolio include Surf Lifesaving Australia, The University of Notre Dame (WA), and government departments including QLD Health and the NT Mental Health Department. I designed interactions and custom learning modules in Adobe Flash for their University of Notre Dame virtual hospital.

05 MAY 2013 - DEC 2016

SESSIONAL ACADEMIC at QLD University of Technology

▼ Brisbane, QLD

QUT Interaction & Visual Design Faculty

I taught lab workshops for both the Web Design & Development and Design for Interactive Media subjects. These were part of the Interaction and Visual Design Bachelor degree. Teaching up to 3-4 classes a week, with a range of students from varying skill levels, the 2 hours sessions covered topics that included: coding responsive websites, creating an app concept and usability testing. These classes were busy, practical and very interactive.

06 2103 - 2017

LECTURES, PRESENTATIONS & WORKSHOPS

▼ Various Places

2017 Seven Week Design Thinking boot camp for Dimension Data and Oakton employees

2017 Nimble - Internal UX Workshop and Mini Design Sprint

2016 Hacker You (Toronto), Mentor, WordPress Day Boot camp

2015/16 QUT Guest Lecture – Advanced Web Design

2015 Brisbane Digital Meetup – Building Your First Online Store

2015 Women Who Code Meetup – Creating WordPress Child Themes

2014 The Edge - Web Design Workshops

2013 WordCamp Melbourne Speaker - Using Canvas as a theme framework

013 Brisbane Web Design Meetup – Being a Successful Creative

07 SEP 2018 - PRESENT

REFUGEE VOLUNTEER with VoRTCS

▼ Brisbane, QLD

Assist an Afghani refugee family with educational, vocational and social opportunities. I meet with the family once a week in their home to provide community support and enhance English language skills.

07 JAN 2000 - NOV 2009

CIRCUS PERFORMER + DANCER

▼ Aus/UK/Europe

Circus theatre creator, performer and dancer for festivals and events in Australia, the UK and Europe. Highlights include: The Vauxhall London, De Pepper Amsterdam, Judith Wright Centre, The Brisbane Powerhouse, The International Circus Festival, Feast Festival Adelaide and The Woodford Folk Festival Australia.

08 1999 - 2010

COMMUNITY CULTURAL ARTS WORKER

▼ Aus/UK/Europe

An arts facilitator working with diverse and vulnerable groups to use performing arts as means for empowerment and social cohesion. Designed and delivered programs that worked with diverse communities such as indigenous youth, street youth, people with disabilities, migrants and sexual assault survivors.

REFERENCES AVAILABLE ON REQUEST