

# SOFIA WOODS

LEAD PRODUCT AND DESIGN CONSULTANT



## ABOUT

With technical skills in Design, Product, Business and Strategy, I have over 12 years experience solving complex problems and creating solutions for a variety of domains including Government, Health, Travel, Environment and Financial Services.

I work with companies through all stages of the digital product life cycle, while helping them understand the value of a user centred approach, to delivering business outcomes with a clear value proposition.

I'm an enabler, problem solver and stakeholder manager.

## KEY SKILLS

### EXPERIENCE DESIGN

Quant. & Qual. Research  
Agile Design Practices  
Service Design  
Prototyping + User Testing  
Visual Design  
Front End Development  
Leading Design Teams  
Design Ops

### PRODUCT MANAGEMENT

Agile Delivery Process  
Continuous Product Discovery  
Workshop Facilitation  
Product Objectives/Roadmaps  
Leading Cross Functional Teams  
Strong Business Acumen  
Metrics for Growth & Optimisation  
Facilitating Effective Teams

## EDUCATION, TRAINING + AWARDS

<b>IDEO.ORG</b>	2019: HCD for Social Innovation
<b>NEILSON NORMAN GROUP</b>	2018: UX Assessment Methods
<b>ECHOS DESIGN SCHOOL</b>	2017: Design Thinking
<b>BACHELOR ARTS: DANCE</b>	2000: QUT, Brisbane
2018 <b>WE MAKE A DIFFERENCE</b> Oakton peer nominated award	2011 <b>NATIONAL VOLUNTEER AWARD</b> Volunteer Australia

EXPERIENCE

YEARS / TIME FRAME

WHERE

## 01 APR 2019 - PRESENT LEAD PRODUCT & DESIGN CONSULTANT at ThoughtWorks 📍 Australia

ThoughtWorks is a global technology company with capabilities across machine learning, Agile delivery and Product and Experience Design. I provide Product and Design expertise for engagements that require an understanding of product/market fit, CX strategy, and also product delivery and growth. The engagements are large scale and intersect with replatforming and integration strategies for Government, Health, Education and Financial Services. My role includes:

- Supporting Product Managers and PO's in Agile, cross functional, product delivery teams.
- Working with Product Managers to design roadmaps and strategic goals/OKR's.
- Strong stakeholder management to align all parts of an organisation.
- Running lean and continuous product discovery to inform development, value proposition and innovation.
- Leading larger Discovery and Inception processes to kick off the delivery of a new phase of a product.
- An experienced designer across all design phases including research, analysis, visual design/prototyping, testing and preparing for delivery.
- Design experiments and success metrics to focus product delivery on areas of most value.
- Experienced workshop facilitator, ability to align and achieve clear outcomes across all levels of stakeholders.
- Managing design and cross functional teams to deliver to product goals and vision.

## 02 AUG 2017 - MAR 2019 SENIOR EXPERIENCE DESIGNER at NTT Data 📍 Brisbane, QLD

Oakton (an NTT/Dimension Data company) specialised in digital products and advisory for Enterprise, Government, Transport and Finance sectors. As a senior Experience Designer, I worked across multiple key accounts for both the Digital Advisory and Digital Solutions practices.

My role includes:

- In depth UX research, synthesising findings to meet objectives and uncover new business insights/ product innovation strategies.
- 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 with Product Managers & PO's 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 roadmaps and discovery outcomes to C level executives and stakeholders.
- Responsible for implementing a design thinking approach across NTT's practices.
- Building out the Experience Design practice in the QLD branch.

## 03 JAN 2017 - AUG 2017 PRODUCT DESIGN LEAD 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/Product Design Lead for new product innovation and current product growth and optimisation.

I brought the value of a User Centred and Product approach to the company, to help identify growth opportunities in their existing loan product, while strategising and prototyping for new products. I worked with the Product team to monitor, map and optimise the customer experience from first to last touchpoint.

- Responsible for the Nimble loan product: optimising for growth, monitoring and mapping customer experience from first to last touchpoint including NPS.
- New product innovation: requirements gathering, research, wireframing & prototyping.
- Create high quality UX artefacts including wireframes, UI designs, user flows, storyboards.
- Led stakeholder workshops and presented insights and data with my team.
- Developed product roadmaps, product objectives and experiments.
- Combined both quantitative and qualitative data to make decisions and find insights for growth.

**04** **AUG 2009 - DEC 2016****FOUNDER, SENIOR PRODUCT DESIGNER + DEVELOPER** at Shortie Designs

♥ Brisbane, QLD

As founder and principle of this digital agency, our diverse range of clients included non-profits, education and enterprise. Projects focussed on UX/Product and Business Strategy/ UI design and custom WordPress theme development. The studio evolved from a freelance business to a successful boutique digital agency. I managed medium to large projects, with a team of designers, PM's and developers.

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

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

**05** **MAY 2013 - DEC 2016****SESSIONAL ACADEMIC** at QLD University of Technology

♥ Brisbane, QLD

QUT Interaction & Visual Design Faculty

Academic tutor 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, understanding a brief, creating an app concept and usability testing. These classes were busy, practical and very interactive.

**06** **2103 - 2017****LECTURES, PRESENTATIONS & WORKSHOPS**

- 2020 By Thoughtworks: Do No Harm, Do Technologists Need a Code of Ethics?
- 2019 UQ Automation and Ethics Symposium: ThoughtWorks's Responsible Tech Playbook
- 2017 Seven Week Design Thinking boot camp for Dimension Data and Oakton employees
- 2016 Hacker You (Toronto), Mentor, Tech Boot camp for Ladies that Code
- 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

**07** **SEP 2018 - PRESENT****REFUGEE VOLUNTEER** with VoRTCS

♥ Brisbane, QLD

As part of the Government Humanitarian Resettlement Program, I assist refugee families with educational, vocational and social opportunities. Regularly meet with families to provide community support and enhance English language skills.

**08** **JAN 2000 - NOV 2009****CIRCUS PERFORMER, DANCER & COMMUNITY ARTS FACILITATOR**

♥ 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.

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 and refugees.

REFERENCES AVAILABLE ON REQUEST