SOFIA ALIDINA

UI/UX Designer | sofiaalidina.com

248-895-9810   alidina@umich.edu   Brooklyn, NY

EDUCATION

The University of Michigan
2015 - 2019

University Honors
B.A. International Studies
B.A. Multidisciplinary Design

BACKGROUND

I have experience working with cross-disciplinary teams and managing projects using the **Agile workflow**. I can create **wireframes and prototypes** at varying levels of fidelity to model design solutions. Through my university coursework, I am also experienced in **front and back-end coding**, and I particularly enjoy **working with developers** to build out ideas.

SKILLS

HTML & CSS
C/C++
Python
Usability Testing
User Interface Design
Interaction Design
Visual Design
Wireframing
User & Market Research
Copywriting
Graphic Design

TOOLS

Sketch
Figma
InVision
Adobe Creative Suite
Visual Studio
Jira

EXPERIENCE

UX/UI DESIGNER

Polker | February 2022 - May 2022

• Collaborate with co-founder, art team, and developers to design the UI/UX of desktop poker game, Polker, for its first public launch

• Create user flows, wireframes, and high fidelity design assets for desktop game to be delivered to market as well as user flows and wireframes for in-progress mobile app

• Assist in web design tasks for the re-design of the product website in order to make website more intuitive and product-centric

HEAD OF UX AND CREATIVE DIRECTION

NaviSavi | October 2020 - January 2022

• Collaborate with CEO and manage UI/UX department to consolidate ideas and bring app design to its current version on App and Google Play stores

• Create components and styles on Figma to develop a design system

• Create graphics and copy for social media and other marketing platforms and lead overhaul of preexisting website design

STUDENT UX DESIGNER

Mission Throttle | January - December 2019

• Primary UX and visual designer of web application to enable social impact firm Mission Throttle to facilitate communication with nonprofit clients

• Create user personas, wireframes, and high-fidelity prototype of app

• Conduct stakeholder interviews, user interviews, and user testing to fulfill end-user needs

UX DESIGN INTERN

Pure UX | June - August 2019

• Develop product strategy by designing competitive intelligence features for AI-powered UX auditing tool Pure IQ

• Compile market research to assess design strategies employed by competitors as well as the impact of design on websites and apps

• Conduct stakeholder interviews, user interviews, and user testing to fulfill end-user needs