

I'm passionate about creating solutions that empower and inspire users.

I have an innate understanding of human behavior allowing me to engage organically with users and stakeholders, decipher key problems, and create personalized solutions.

DESIGN EXPERIENCE

UX/UI Designer, Step Collective

2022-23

- Designed an E2E proof of concept for a step tracking app
- Gathered requirements, produced various UX artifacts including sketches, task flows, user personas, and wireframes
- Established a brand style guide including, logo, color, iconography, typeface, and overall aesthetic
- Balanced the needs of 2 different types of users to ensure both of their goals were prioritized while adhering to product and business objectives
- Conducted user interviews and usability testing, including defining testing goals and metrics, recruiting users, facilitating 1:1 tests, and analyzing results
- Designed and built a high-fidelity IOS app prototype with custom animations

UX/UI Designer, Elevate Hair Studio

2022

- Redesigned a responsive website for a hair salon including user research, developing sketches, wireframes, high-fidelity designs, and prototypes
- Updated design system and optimized information architecture, which helped decrease primary task flow completion time by 43%
- Gathered requirements, communicated directly with the owner, managed client constraints, and prioritized features
- Developed a new style guide and generated fresh website copy while adhering to client preferences

OTHER WORK EXPERIENCE

Hair Stylist, Elevate Hair Studio

2019 - Present

- Utilized empathic listening and emotional intelligence skills in managing key customer needs and ensuring optimal experience for 70+ clients
- Collected qualitative feedback and iterated changes rapidly and on-demand
- Increased sales by providing technical and non-technical stakeholders with precise knowledge of 50+ products and treatments
- Created social media content of on-trend promotional graphics, photos, and videos to generate traffic, attract customers, and increase product sales

Author

2018 - Present

- Wrote, designed, edited, and self-published 2 collections of poetry

CONTACT

[in/sophie-burt-](https://www.sophieburt.com)

www.sophieburt.com

sophiemburt@gmail.com

SKILLS

UX Research

Interaction Design

User Empathy

Responsive/Mobile Design

Information Architecture

UX Writing

User Personas

Branding

Wireframing

Usability Testing

Rapid Prototyping

Accessibility

Active Listening

Content Creation

Consulting

Customer Service

Client Retention

Sales

Social Media Management

TOOLS

Figma

Sketch

Wordpress

Squarespace

Zeplin

EDUCATION

UX Academy
Designlab, '22

Cosmetology License
Chrome Inst., '20

Concordia U. of Montreal
Anth/Sociology, '17-'18