

# Sophie Koumoudouros

Portfolio: <https://www.sophiekoumoudouros.com>

Phone: 416-856-0301 | Email: [sophie.koumoudouros@gmail.com](mailto:sophie.koumoudouros@gmail.com) | Toronto, ON |

LinkedIn: <https://www.linkedin.com/in/sophie-koumoudouros> |

I am a UX/ UI designer certified by the University of Toronto. I have a background in entrepreneurship and I am thrilled to apply for the UX Designer position at your esteemed organization. With a keen sense of problem-solving, creative mindset, and an empathetic approach, I have the skills necessary to design user-centred experiences that meet both business goals and user needs. I see problems as opportunities and find solutions using the 3 "C's": **collaboration, creativity, and communication**. My experience working within a design team, entrepreneurship, and customer service have enhanced my communication and interpersonal skills, making me an ideal fit for this position. I am looking to join a team where I can meaningfully contribute and make a difference.

## Skills

**UI/ UX Design Tools:** Problem Solving, Figma, Figjam, Miro, Adobe XD, PowerPoint, Google Slides, Google Docs, Teamwork, Communication, User Research, Content Writing, A/B Testing, Analytical Thinking, Interaction Design, Wireframing, Usability Testing, Competitor Analysis, User Flows, Storyboarding, User Journey Maps, Proto-Personas, User Personas, Heuristic Evaluations, Typography, Iconography, Pencil Sketching, Design Systems, Rapid Prototyping, High-End Prototypes, Mock-ups, Iterative Design, Product Design, Product Development, HTML, CSS, JavaScript, Github, Visual Studio Code, and Bootstrap.

## Work Experience

### UX Content Writer

#### ***Volunteer at Stop Abuse Campaign, Remote (May 2023 to Present)***

- Developed compelling and impactful content for Stop Abuse Campaign, focusing on the journey of healing and recovery after experiencing abuse
- Crafted emotionally resonant narratives and messaging to engage and empower the target audience
- Conducted extensive research to gather data and statistics, providing evidence-based content for educational materials and awareness campaigns
- Worked closely with stakeholders to align campaign objective with content strategies and ensure consistent messaging

### UX Researcher

#### ***Volunteer at eGirl Power, Remote (December 2022 to March 2023)***

- Created research methodology with the team by setting objectives and creating research questions
- Compiled research about gender-based violence and further education through interviews and surveys
- Analyzed research findings and interpreted data collected to identify patterns and insights
- Recommended areas for further exploration/ research

### UX/UI Designer (Freelance)

#### ***Journey to Diversity Workplaces- Redesign, Toronto, ON (February 2023 to April 2023)***

- Collaborated with client to understand business goals, user needs, and pain points with existing website
- Conducted user research to gather insights and feedback on the current website and the target audience's needs
- Created user personas and user journey maps to guide the redesign process and ensure that the new website met users' needs
- Developed wireframes and prototypes to communicate design concepts and gather feedback from stakeholders and users
- Designed a visually appealing, intuitive and accessible user interface that aligned with the client's brand and user needs

## **Mortgage Agent**

### ***Mortgage Outlet, Toronto, ON (May 2022 to December 2022)***

- Conducted user research to understand client's financial goals and needs
- Created personalized mortgage solutions based on user-centered design principles
- Communicated effectively with clients to understand their needs and provide clear guidance
- Utilized problem solving skills to overcome obstacles
- Collaborated with other professionals, such as real estate agents, to ensure a smooth and efficient mortgage process

## **Mortgage Agent**

### ***Pineapple Mortgages, Toronto ON (October 2021 to May 2022)***

- Conducted user research by gathering financial and personal information to determine the best mortgage solutions for clients
- Communicated complex financial information in a way that was easy for clients to understand and helped them make informed decisions
- Provided ongoing support to clients, ensuring a positive user experience and building long term relationships
- Continuously evaluated and improved mortgage solutions to meet changing user needs
- Generated informative content for pamphlets and newsletters, delivering clients with relevant information about a wide range of mortgage topics

## **Product Design and Operations Manager**

### ***Traders With Benefits- Start Up, Toronto, ON (January 2019 to August 2021)***

- Created a subscription-based model for both web and mobile versions for stock traders
- Created user flow allowing stakeholders to provide stock information to users through email alerts and SMS
- Created ways to increase engagement with blogs, newsletters, and chart analysis
- Branding and growth strategy
- Conducted user research and competitor analysis

## **Resident Service Agent**

### ***Concert Realty, Toronto ON (February 2016 to September 2016)***

- Delivered exceptional customer service to tenants in a dynamic environment, prioritizing their needs and ensuring a seamless experience throughout their rental journey
- Successfully managed multiple tasks simultaneously, including conducting apartment viewings, facilitating the move-in process, and coordinating with maintenance teams, all while maintaining a high level of efficiency
- Personalized the apartment viewing experience by showcasing units that matched the prospective tenants' requirements and preferences, enhancing their overall satisfaction

## **Intern for Toronto City Councillor: Francis Nunziata**

### ***City Hall, Toronto, ON (April 2015 to October 2015)***

- Conducted user research by gathering feedback from constituents to understand their needs and concerns
- Analyzed and synthesized user feedback to inform decision making and improve the user experience of city services
- Collaborated with city departments and stakeholders to ensure that user needs were considered in the development of policies and programs

## **Education**

**Certificate in UX/ UI (University of Toronto)**

June 2023

**Bachelor's Degree in Political Science (Queen's University, ON)**

2011-2015