

Sophia Xu

Product Designer with 5+ years of experience, including 2+ years designing AI-powered experiences.

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EXPERIENCE

Product Designer @ ROLF

01/2024 – 10/2025, 02/2026 – Present • Santa Clara, CA • Non-profit

- Redesigned key website experiences, contributing to a **32% increase in pageviews** and **28% growth in site traffic**.
- Performed a UX audit that identified **23 usability issues** across navigation, accessibility, and content structure, leading to an **IA redesign**.
- Established **accessible design standards** across typography, color, and layout systems, improving consistency and readability throughout the website.
- Conducted research with **50 volunteers and 3 staff members**, uncovering operational pain points that informed digital transformation opportunities.

Product Designer @ Goodloop

09/2025 – Present • Sunnyvale, CA • Startup

- Led the **0→1 design** of a kid's carpooling MVP, transforming a fragmented coordination process into a structured digital experience.
- Conducted research with 20 families and 10+ focus group participants, uncovering trust and coordination challenges that **shaped MVP priorities**.
- Iterated through 10+ rounds of wireframes and hi-fi prototypes to refine **trust-building interactions** and reduce scheduling and tracking friction.
- Challenged and validated **core product assumptions** through design reviews and stakeholder feedback, informing future product direction.

UX Designer @ Brado

08/2022 – 10/2023 • St. Louis, MO (Remote) • Agency

- Designed caregiver-facing and administrative experiences for an AI-powered dementia support platform, spanning **10 user flows and 120+ screens**.
- Designed administrative workflows for user management, feedback review, subscription settings, and **AI prompt configuration tools**.
- Developed **white-label UI patterns** and reusable interface elements for healthcare products.

UX Designer @ Landing International

03/2021 – 01/2022 • Los Angeles, CA (Remote) • B2B Beauty Marketplace

- Mapped and defined an **end-to-end order management workflow**, aligning fulfillment, payment, and communication processes across brands, retailers, and platform admins.

CERTIFICATES

Certificate for UI Design & Figma Mastery

09/2025 - Design Mastery

Google AI Essentials

01/2025 - Coursera

Google UX Design Certificate

12/2024 - Coursera

EDUCATION

Sofia University - MBA

Expected 2027

University of Cincinnati - Master of Design

2017 - 2019

Missouri State University - B.S. Marketing

2009 - 2013

SKILLS & TOOLS

Design

Product Strategy, UX/UI Design, User Research, Information Architecture

AI

AI Product Design, Prompt Design, AI Workflow Design, Vibe Coding

Tools

Figma, Claude Code, ChatGPT, Codex, Google Stitch