



# Sophia Ardern

Lead Product Designer

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## Links

[www.sophiaardern.com](http://www.sophiaardern.com)

## Skills

User Research

User Testing

Hueristic Analysis

User Journey Mapping

Wireframes

Component Libraries

Project Planning

Stakeholder  
Management

## Profile

Hi, I'm Sophia. A Lead Product Designer with 15 years experience working with a range of clients from international agencies and global tech companies to innovative start-ups and Saas companies. Combining both a strong creative background with my technical skills allows me to guide projects from initial brief and concepts through to build and completion, producing clean, functional experiences.

My aim when working on a project is to ensure the high level requirements solve real user and business problems while also adding genuine value to both the experience and achieving measurable business goals.

I work through the full product life-cycle from early discovery phase, UX analysis, User test planning and conducting sessions, User journey mapping, IA strategy and implementing large scale design systems.

I enjoy working in a fast paced, collaborative environment with creative and technical teams, on sprint lead end-to-end product builds. I have worked on multiple B2B, Saas & B2C products with international brands where I've overseen the product design direction and refinement.

## Employment History

Apr 2021 — Present

London

### Lead Product Designer (Contractor)

Working as a consultant with various brands and agencies on end-to-end digital product builds. Clients include Heliosx, Gumtree, Goldman Sachs, Dell, Otrium, Zalando, Royal Dutch Shell - as well as many progressive start-ups. Specialising in 0-1 product builds within Saas, B2B and several consumer facing Apps.

#### **Heliosx**

Lead designer working with the founder and Head of Product on an end-to-end health tracking App.

#### **Gumtree**

Improving and implementing several features on the Gumtree App and website.

#### **Publicis Sapient**

Working in a integrated team restructuring and redesigning the Goldman Sachs website. Conducting user testing, journey mapping and building out detailed wireframes for client and tech team reviews.

#### **Dell**

Working with a team of Product Designers on Dell's B2B supply chain software. Ensuring the end-to-end purchase flow gives users a seamless experience when items are out of stock or have lengthy wait times.

### ***Otrium***

Product Design Lead, focused on helping the product and tech teams through the design discovery phase, ideation workshops and building out new features within their client focused B2B platform.

Leading sessions with stakeholders and team to highlight gaps in the current platform data and insights delivered to customers. Managing multiple projects at different stages of discovery and guiding the projects.

Mar 2020 — Mar 2021

## **Product Designer at Kit**

Remote

Working with a remote SaaS company on the refinement of their App and B2B software.

Jan 2018 — Feb 2020

## **Senior Product Designer (Contractor)**

London

Working as a consultant with various brands and agencies on end-to-end digital product builds.

### ***Nando's***

Working with the Nando's in-house UX team to refine, test and build several journeys within the new App - focusing on Restaurant list and ordering.

### ***Umotif***

Working with a health tech start-up on a symptoms and clinical trial tracking software.

### ***Ticketmaster UK***

Lead User Experience Designer working across two products under Ticketmaster Entertainment, providing solutions for an end-to-end dashboard summary and ticketing software.

### ***Costa Coffee***

Lead Product Designer on a full end-to-end responsive redesign, working closely with in-house development team.

### ***VCCP (Advertising company)***

Defining and implementing a new proposition for o2: Together allows families and shared homes to save money by using one data pot.

### ***Dare (Advertising company)***

Working with the digital agency Dare on a financial insurance calculation App for their client Weslylen.

### ***Emoquo***

Working in an agile environment with a talented UX designer, we conceptualized, defined, tested and launched a digital coaching tool. "Emoquo is the Headspace for Coaching" - CEO Tim Aston  
Emoquo was the winner of **Axa Health Tech Awards 2018**

Jun 2017 — Dec 2017

London

## Product Designer at BCG Digital Ventures

I worked with BCGDV on a Venture for an end-to-end product build for Shell Oil.

Accuport is a ship tracking App + Dashboard that predicts ports and prices, saving shipping companies worldwide time and money whilst reducing excess consumption.

Jul 2016 — Apr 2017

London

## UX | UI Designer at Ampersand & Ampersand (Research and product development agency)

Collaborating with a fantastic team of talented Designers & Developers on various mobile focused concepts and projects, predominantly on an innovative online delivery + transportation network App for both IOS and Android.

Nov 2015 — Apr 2016

Gibraltar

## UI Designer at Gala Coral

Major multi-device redesign with Gala Coral Group, implementing UI and interaction solutions across various products.

Jul 2015 — Sep 2015

Melbourne

## UI Designer at Leo Burnett

Redesign of the Make a Wish Australia website. As well as various other projects including clients such as Honda and Victoria University.

Mar 2015 — Jun 2015

Melbourne

## UI Designer at Sense

Working alongside the developers, visual designers and account managers to create innovative and forward thinking user interface solutions - Producing high-fi wire-frames, prototypes and visuals.

May 2012 — Dec 2014

Gibraltar

## UI Designer at Betfred

Managing multiple projects with a talented team of designers and developers, creating high quality graphics and implementing bespoke user interface designs for a large online gaming company.

## Education

Leeds

### University of Leeds

Multimedia

London

### City and Islington College

Digital Media & Design