

Sophia Straub

Experience Designer

Belleville, MI 48111
(734) 558-1405
sophiamstraub5@gmail.com
linkedin.com/in/sophia-straub
sophiastraub.com

Experience

Product Designer at McGraw Hill *Remote · September 2024 – present*

- Took ownership of the design system and visual documentation for *Emerge!* K-1 digital, partnering with cross-functional teams to execute holistic strategy.
- Led the overhaul of the team’s design system documentation, improving usability, strengthening consistency, and streamlining the team’s design and development workflows.
- Translated mid-fidelity designs into scalable and accessible digital templates considering the constraints of our established design systems, capabilities of the internal product authoring tool, and end-user needs.
- Conducted reviews of 400+ digital lesson presentation screens, escalating and resolving 100% of public-facing design issues.

Web & Brand Designer for Mallard Hall *Remote · April 2023 – August 2024*

- Owned the end-to-end design of an MVP website for a new business, conducting competitor analysis, user journey mapping, wireframing, and client research resulting in an increase in event inquiries by 57% within one year.
- Created a scalable design system with reusable components, visual elements, and page structures to establish a consistent and cohesive digital experience.
- Developed the brand identity through iterative logo design, visual direction, and client collaboration to reflect the client's values and strengthen brand recognition.

UX Designer at The Cube *East Lansing, MI · May 2023 – May 2024*

- Streamlined the user journey of the MSU Finance website through iterative client feedback and design processes to improve the experience for an audience of 60,000+.
- Crafted wireframes, prototypes, and design systems using Figma to craft deliverables presented to clients for feedback with a 95% stakeholder satisfaction rate.

Graphic Designer at Impact 89FM *East Lansing, MI · April 2023 – April 2024*

- Conceptualized and designed logos, social media posts, stickers, and visual aids for print and digital media on deadlines as short as 3 days.
- Translated mood boards and written information into accessible, aesthetic graphics that accurately reflected the clients’ visions and conveyed important information to 11,000+ social media followers.

Accessibility Assistant at MSU Libraries *East Lansing, MI · May 2022 – December 2022*

- Interpreted WCAG 2.0 guidelines to evaluate 10+ of the library’s digital resources for accessibility and compatibility with assistive technology in order to uphold standards of universal design.
- Utilized tools like the NVDA screen reader and WAVE accessibility checker to compile detailed reports, including issues in the HTML, to be sent to developers for revisions and improve inclusivity by 25%.

Skills

Wireframing	Accessibility (WCAG)	Adobe Suite
Prototyping (Figma)	UX Research Methods	Figma
Graphic Design	Collaboration	HTML
Information Architecture	Design thinking	CSS
Affinity Mapping	Agile Methodology	Jira

Education

Michigan State University, BA Experience Architecture
Bachelor of Arts, Experience Architecture; Graphic Design minor