

SOPHIA WANG

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Education

Cornell University

B.A. Information Science

May 2020

MPS Information Science

Dec 2020

Experience

Publicis Sapient Junior Associate, Digital Product Management

March 2021 - Present

Petco Love UX Design & Product Consultant

Jan 2021 - April 2021

- Created Figma mockups for Petco Love Lost, a platform to reunite lost pets, launching April 23.

- Conducted user testing with 15 users to get feedback on Figma mockups and prototype.

urConvey Product Management and Design Intern

June 2020 - Aug 2020

urConvey is an eco-friendly platform that makes it easier to carpool with friends and family. Part of the Mozilla Open Lab Startup program.

- Brought urConvey from idea to conception, ending with a MVP ready for release and a testing plan.

- Led and completed design of the MVP, utilizing user research and competitive analysis to create high-fidelity mockups.

Cornell Design & Tech Initiative Product Manager, Queue Me In
Queue Me In is Cornell's only office hour management platform currently in use by 6 courses.

Feb 2018 - May 2020

- Led product team of 5 engineers and 2 designers through MVP design and release, with a 500% increase in unique visitors after 2 semesters.

- Conducted user research with the courses currently using the product including students, TAs, and professors to gather feedback for iteration.

Projects

Data Visualization

Sept 2020 - Dec 2020

In a team of 3, created an interactive data visualization to show trends and patterns in a dataset of 3511 survey responses about relationships and dating. HTML, CSS, d3.js.

Venture App

Sep 2019 - Dec 2019

In a team of 5, built a web app to help Ithaca Farmer's Market visitors explore vendors out of their usual routine and incentivize them to visit through gamification. HTML, CSS, Vue.js.

Skills

HTML/CSS, Javascript, JQuery, Python, SQL, PHP, Sketch, Figma, Invision