

SOFIA RUBIN

Oxford, UK
sofia.rubin.graphics@gmail.com
[linkedin.com/in/sofia-rubin-b505b6211](https://www.linkedin.com/in/sofia-rubin-b505b6211)
Portfolio: www.sofiarubin.net
+44 7425 686330

UX/UI and brand designer with over 5 years of experience. First 2,5 years come from healthcare industry, and another 2,5 years come from high-tech and e-commerce. Have a legal right to work in the UK, no visa needed.

WORK EXPERIENCE

- Sep-23 – Present **UX/UI Designer** Oxford/London, UK
Freelance
- Designed from scratch 4 freelance UX/UI projects across financial, travel, healthcare, and e-book publishing industries
 - Followed an agile approach with an emphasis to UX Research and Analysis, and with attention to wireframing, prototyping, and pixel-perfect UI
 - Designed a persuasive and functional UX/UI emphasizing key aspects of the startup's strategy, including unique product features, through Information Architecture, with a primary focus on attracting investors
 - Applied high-level design processes that I reached sense from my experience as a graphic design lead in my previous role
- Oct-22 – Sep-23 **Graphic Design Team Leader** Tel Aviv, Israel
Ramot Shared Services (E-commerce start-up)
- Improved process of design materials creation from idea generation to final launch, working with e-commerce PMs, and leading a team of 5 designers from various regions
 - Generated ideas conducting A/B tests to build over 100 products that achieved "Amazon Choice" status and were featured in over 50 stores
 - Reduced time per task ratio by 30% by developing a task prioritization system
 - Hired and oversaw an intern, who reduced time by 25% for motion-design tasks
- Mar-22 – Oct-22 **Senior Brand Designer** Tel Aviv, Israel
Upsellon Brand (High-tech software start-up)
- Improved customer engagement and boosted organic growth by generating User-Centric Design and implementing high-quality responsive design solutions for over 300 company's products
 - Leveraged professional design expertise and actively contributed to the development of UX/UI design for a high-tech product, targeting increased sales on commercial platforms for B2B enterprises
 - Boosted workflow efficiency by strategically incorporating project management tools like Monday.com and Trello.com, and streamlined operations by automating routine tasks via template creation
- Jan-20 – Jan-21 **Senior Graphic Designer** St. Petersburg, Russia
Nuance (Healthcare clinic)
- Managed end-to-end value chain, from generating design ideas to developing graphic materials, conducting photo and video shooting, and building budget
 - Increased brand awareness by co-founding a brand book, developing a logo, fonts, and design materials
 - Helped boost number of Instagram followers from 2K to 11K in 9 months by collaborating with PR team to create organic growth customized design content
- Sep-18 – Jan-20 **Junior Graphic Designer**
- Generated graphic and advertising materials for visual communication media, including collateral, branding, identity, packaging, and large-format graphics
 - Promoted to senior graphic designer in a 16-month period
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EDUCATION

- Sep-23 – Jan-24 **UX Design Institute** Dublin, Ireland
Professional Diploma in UX Design
- Sep-12 – Jun-18 **Saint Tikhon's University of Humanities** Moscow, Russia
M.A. in Historical Painting
B.A. in Historical Painting
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ADDITIONAL INFORMATION

- Achievements** Yosef Design Studio. Israel, 2021 - Designed several websites for Israeli schools
Masa Program alumni. Israel, 2021 - Taught best design practices to people from various countries
Shaloh House. US, 2018 - Developed and implemented an education program to teach 40 pupils drawing in preschool in Boston
- Qualifications** UX Foundations by Google (2023); Marketing Foundations by QMarketing Academy (2021)
- Skills** Usability; User-Centered Design; Information Architecture; Visual Design; Research; Wireframing; Prototyping; Adobe; Figma; Cinema 4D; Blender; Unity gaming, HTML, C#
- Languages** Hebrew (fluent), Russian (fluent)
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